

# **The CX Scale: Measuring Customer Experiences throughout the Customer Journey**

- Purpose:** This research aims to provide a robust and implementable new measurement scale that captures the diverse aspects of customer experience (CX) throughout individual customer journeys. Additionally, we suggest a novel weighting approach that aggregates single experiences to an overall CX measure based on customer-specific weights.
- Design/ methodology/ approach:** To develop the CX scale, we adhere to established scale development procedures, including several methodological approaches, such as a broad literature review, in-depth interviews with customers, and online surveys using representative samples.
- Findings:** CX is a six-dimensional construct covering affective, cognitive, sensorial, physio-behavioral, relational, and symbolic experience dimensions. To capture these dimensions within the CX scale, the authors generated an item set for each CX dimension, resulting in 72 content-valid items. As a scale with 72 items is too lengthy to be applied, we reduced the scale to an acceptable number of 18 items. First empirical results reveal sound psychometric properties of the CX scale and will be presented at the conference.
- Practical implications:** To be able to manage their marketing activities throughout customers' journeys, companies need to be able to measure CX. As the CX scale makes each experience quantifiable to firms, managers can include CX as a key performance indicator in their marketing dashboard.
- Originality/value:** This research provides the first CX scale that is applicable to every individual customer journey while capturing and weighting all experience dimensions and single experiences to form an accurate CX measure. Our research provides a refined, empirical understanding of the CX concept. The Marketing Science Institute financially supports this research.
- Keywords:** Customer experience, customer journey, scale development