

How To Measure The Customer Experience Along The Customer Journey

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Abstract:

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In today's experience economy, providing superior experiences along the entire customer journey has become a competitive advantage. To manage marketing activities at all customer touchpoints, companies need to measure the customer experience (CE). Recent research provides a theoretically solid understanding of CE as a multi-dimensional construct (e.g., De Keyser, Lemon, Klaus, and Keiningham 2015; Lemon and Verhoef 2016). However, knowledge on how to measure CE along the customer journey is still limited. Extant scales are focusing on a specific domain of the CE concept, such as services (e.g., Verleye 2015) and brands (e.g., Brakus, Schmitt, and Zarantonello 2009), so that they cannot be applied to any customer journey and its different elements (i.e., experiences providers, touchpoints, and purchase stages).

To overcome these research limitations, the Marketing Science Institute (MSI) called for more research on CE measurement beyond certain research contexts. We address this call by developing a scale that measures CE considering different dimensions (affective, cognitive, sensorial, physio-behavioral, relational, functional, symbolic), experience providers (brand, personnel, other customers), touchpoints (e.g., advertisement, online shop, store), and purchase stages (pre-purchase, purchase, post-purchase). Our scale development is based on a broad literature review, in-depth interviews with customers, and online surveys using convenience and representative samples. First empirical results will be presented at the conference. The MSI financially supports our research.



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