

# Customer Experience Innovation and Design Thinking: A Systematic Literature Review

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## **Abstract**

Recent academic marketing research has highlighted the importance of customer experience management following the recognition that customers judge experience quality, not just product or service quality (Lemke et al. 2011). Regardless, there seems to be a dearth of academic literature that focuses on innovating customer experiences as opposed to products or services. Design thinking in organizations is increasingly adopted across diverse fields as a means of innovating compelling offerings. Thus, this study addresses the question of how design thinking is used to innovate the customer experience by applying the systematic literature review (SLR) method. The CIMO-logic analytic framework is used to synthesize the findings of the review. In understanding what the nascent customer experience innovation literature comprises of, our study establishes an integrative overview of customer experience innovation, thus painting a complete picture that forms the basis for future research and conceptual development.

**Keywords:** *customer experience; design thinking; systematic literature review*

**Track:** Innovation Management & New Product Development