

Revisiting customer experience: a better understanding of its concepts, constructs, and outcomes

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Abstract

Scholarly work on customer experience (CE) has existed since the twentieth century, but only recently the concept has started to receive attention in the literature. Nevertheless, there is still no consensus among academics on its definition, dimensions, construct, and outcomes. Using a comprehensive literature review, we present a CE cycle framework which shows that 1) CE should be examined within its context and attributes through customer journey using mixed methods approach; 2) CE dimensions are emerging in numbers and their meanings vary online and offline; 3) CE dimensions should not be considered as separate dimensions, but rather, they affect one another in what is called complex experience; and 4) evaluating customer experience should be separated from traditional marketing metrics (i.e. satisfaction and net promoter score) and focus more on what makes the experience ordinary or extraordinary. Research directions are discussed along with implications for consumers, firms, policy, and society.

Keywords: *customer experience (CE); customer journey; ordinary and extraordinary experience*

Track: Relationship Marketing