

A Review on Enhancing Customer Experience with Microstrategy

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Abstract: This article aims to study the current literature for any and all references to customer experience. This paper will begin with an analysis of the current environment and the debates that it encompasses. It will then proceed to concentrate on several definitions of customer experience and the components that make up that experience, such as touchpoints, individual context, and identifiable feelings. Following that, an evaluation of the justifications that are used to assess customer experience will be offered, with an emphasis on how these arguments differ from metrics that are essential to marketing. In conclusion, the concluding section of the report will consist of a synthesis that tackles the key research gaps that exist in this particular topic. In the context of marketing or business, it would be beneficial for us to conduct a more in - depth investigation into the ways in which these various points of view influence the pragmatic implementation of customer experience initiatives. This contributes to a deeper comprehension of the reasons why many interpretations continue to exist and why it is still difficult to establish a consensus on its definition.

Keywords: Customer experience, touchpoints, individual context, discrete emotions, marketing

1. Introduction

Marketing decisions cannot be made in a vacuum without giving appropriate regard to the information relevant to the company's customers, channels of distribution, and channel partners, as firms have come to realize in today's highly competitive business environment. The many touch points that help in linking them with each other are provided by channel partners, who also contribute to the provision of these touch points. It should therefore come as no surprise that a business that makes it a priority to fulfill the requirements of its consumers should devote a significant amount of focus to acquiring a comprehensive understanding of its customers in general. It is possible to gain valuable insight into the trip that an organization has planned by observing the journey that every brand goes through as a result of close connection with customers. So, to put it another way, it acts as a plan for the introduction of any new or unique service as well as product

road maps. In addition, it is important to emphasize that this type of "journey analytics" necessitates the integration of big data technologies and advanced analytics by functional experts who collaborate in order to produce a comprehensive and integrated perspective of the consumer journey from beginning to end. The marketing professionals are provided with all of the necessary information by means of this analysis of the journey. Identifying the manner in which each consumer engages, the goals that they want to achieve, and highlighting places that act as a source of friction that need to be focused upon are some of the best ways to take benefit of marketing analytics. This is the most significant advantage of marketing analytics. Using marketing analytics, one can ensure that the sort of journey that each and every brand takes with its clients is clearly understood and communicated among marketing professionals. This allows for the desired modifications to be made and ideas to be executed with confidence and was studied by [1].

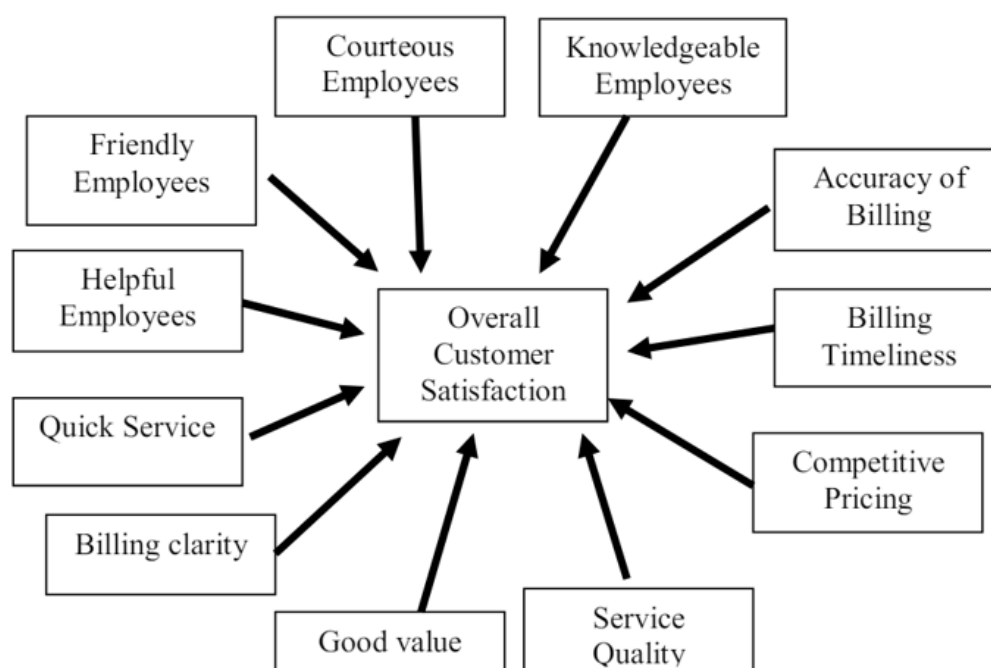


Figure 1: Factors that affect customer satisfaction

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In order to accomplish the goals of this study, five primary criteria of customer experience measurements were taken into consideration. The Asia Pacific University College of Technology and Innovation (UCTI) maintains that customer satisfaction is paramount when discussing the value of client loyalty and retention. This allows us to obtain a concise summary of the total level of client satisfaction, which is depicted in figure 1.

Both in the realm of academic study and in the realm of practical implementations in marketing, the idea of customer experience has seen a remarkable spike in popularity. It is possible to trace its roots back to the fields of marketing and service marketing [2]. Various kinds of experiences have been mentioned in marketing literature when the word "experience" has been employed. These include customer experiences, service experiences, product experiences, consuming experiences, shopping experiences, and brand experiences.

In spite of the fact that they are frequently interchangeable, there is a dearth of in - depth investigations that explain the conceptual differences between them. During the early phases of customer experience research, it was first thought of as just another marketing term that was synonymous with the term "customer experience. " This lack of exploration may explain why this perception developed.

1.1 Market characteristics

In our analysis, we have taken into consideration ten different market criteria. Among the many variables that fall under this umbrella include levels of digital connectivity and inequality, economic power, types of demands, privacy laws, demography, competitive landscape, attitudes toward technology, institutional maturity, CSR initiatives, and corruption. Each of these attributes is associated with a set of qualities that are detailed in Table 1.

Table 1: Features of the market and related qualities.

	Characteristic	Attributes
M1	Digital connectivity/divide (Digital connectivity means an Internet connection. Mere cellular usage does not constitute digital connectivity, although it can be used for SMS marketing.)	Urban vs. rural location
		Extent of population with access to the Internet
		Total number of people with access to the Internet
		Speed of the Internet connection
		Bandwidth of the Internet connection
		Laws on Internet usage
		Types of devices available
		Quality of devices available
M2	Economic power (consumer buying power)	Purchasing power parity
		Median income
		Top quartile income
		Bottom quartile income
		Median debt
		Top quartile debt
		Bottom quartile debt
M3	Demand type	Emerging vs. mature
		Strength of business demand
		Strength of consumer demand
		Prevalence of traditional media (print, billboards, radio and television)
M4	Privacy laws	Consumer expectations
		Consumer rights
		Business rights
		Clarity of regulation
		Degree of regulation
		Censorship
		Surveillance
		Prevalence of violations
M5	Demographics	Age: median, mean, standard deviation
		% of Boomers vs. Gen X vs. Gen Y in the population
		Education level
		Gender discrimination
		Technology savvy
M6	Competitive conditions	Relative market share

		Competitors' experience with marketing technology
M7	Attitudes towards Technology	Openness Degree of personal use Degree of commercial use Degree of government use Degree of school use Trust in online transactions Prevalence of online communities
M8	Institutional maturity	Consumer protection Tax laws Physical stores/outlets Banking Credit cards Credit bureaus Payment engines
M9	Corporate Social Responsibility (CSR)	Fraud prosecution Attitude of government Attitude of companies Attitude of consumers Attitude of managers
M10	Corruption	Prevalence of public sector corruption Prevalence of private sector corruption Attitudes of consumers

Although the term "customer experience" may appear to be self-evident, it actually encompasses a number of different dimensions and extends to a variety of additional concepts that are ongoingly being discussed and developed. According to Becker and Jaakkola's research from 2020, there is still a lack of consensus regarding particular features of this phenomenon, despite the fact that marketing researchers have made efforts to shed light on certain parts of this phenomenon [3]. Various points of view on the concept of what makes a customer experience are reflected in this continuing argument, which is not going away.

2. Review of Literature

The existing customer experience concepts, according to [4], need to be made more unified because they focus on diverse components such as individual experience providers, touchpoints, or stages within the customer journey. This is something that needs to be addressed. Because of this constraint, a number of academics have advocated for a more comprehensive method of comprehending the customer experience, taking into account the more comprehensive omnichannel landscape for objectives of assessment.

In [5] have recently conducted research that establishes a nomenclature for the purpose of refining, comprehending, and managing user experience. After a thorough review of a small number of papers on the topic of customer experience, they settled on twelve elements organized into three main categories. The acronym TCQ stands for "touchpoints," "context," and "qualities," and they serve as the basis. They argue that by bringing together contradictory and recurring themes from different studies, the TCQ framework reduces conceptual ambiguity and theoretical differences and accurately portrays the essence of customer experience. Based on their extensive meta-analysis, the authors assert that the customer's perception of value is "created through "touchpoints" (T) that are embedded in a larger "context" (C) and characterized by a collection of "qualities" (Q). This is the final proposition that the authors make.

There are four separate phases of consumer interaction: preconsumption (planning and anticipation), purchase (choice, payment, and exchange), core consumption (sensations, satisfaction/dissatisfaction, irritation/flow), and remembered consumption (summarizing, reliving, and consuming memories). These traits are described by [6]. The three initial stages have been the subject of much research, but the period following consumption ought to get less focus. There are many factors that go into making anything valuable, and one of the most important is context, which can have a good or bad effect on the customer experience. In their 2019 publication [7] laid out this approach. Value co-creation, according to the authors, relies heavily on the unique contextual setting in which a service materializes. Instead of describing the customer's role as a unique circumstance with a distinct classification, they view it as a collection of learned behaviors that operate inside a given context.

A study by [8] states that certain academics have come under fire for focusing too narrowly on customer satisfaction and service quality when assessing customer experience. These measures are criticized for being too focused on cognitive outcomes and not enough on emotional indicators when it comes to predicting consumer behavior.

According to the findings of their comprehensive literature study, feelings are inextricably connected with interactions, which allows them to serve as a concept for outcome measurement. In addition, Khan, Nisar, and Anwar (2015) argue that crucial metrics for measuring customer experience should take into account the emotional components of customers' conscious and subconscious brainwaves.

According to [9], the utilization of net promoter score, customer happiness, and service quality as proxy variables for customer experience resulted in a link that was minimal to nonexistent with consumer behavior. They advocate for the development of new techniques of assessing customer experience that are holistic in nature in order to better understand the role that customer experience plays as a driver

that influences customer behavior. The customer experience quality (EXQ) and the wallet allocation rule (WAR) are two examples of alternative metrics for customer experience that have been developed by other academics.

The impact of customer experience and customer engagement on behavioral intentions

The global market has not only been consolidated into a single location as a result of the rising trend of globalization, which is occurring at an extremely rapid pace, as well as the new paradigms of sustainability and sustainable economies. On the other hand, it has also resulted in exceptionally severe rivalry [10]. According to Hollebeek et al. (2019), opportunities and risks have been brought about as a result of cutthroat competition, economic crises, and the introduction of new technology [11]. Granite was a particularly popular stone among the ancient Romans for use in construction, pavement, and the construction of columns. At that time, the granite stone that was mined was utilized for the construction of pavements, particularly in Genoa and Rome. Additionally, it was utilized for the construction of historic places, such as the war memorial that was constructed in Ismailia, Egypt, in 1930, and the monument that was constructed in Santos, Brazil, to honor Bartolomeu de Gusmão. Furthermore, it was utilized for the construction of structures in Italy and other countries around the world.

Experience has been cited by a variety of analysts as a potential factor that can boost the value of a brand ever since the beginning of the twenty - first century. This element permits firms to nurture a differentiated competitive edge based on a unique offering provided in a one of a kind and in a specific manner. This new customer - centricity vision [12] infers a piece of amazing knowledge on the behavior and requirements of the customers [13]. According to [14], exporters and importers are the ones who actively form business connections to meet the sustainability needs of different countries, even though this goes against the results of the research. Customers often engage in these types of business partnerships with sellers who recognize the value they offer to the customer.

As a result, the process of creating value becomes an ongoing component of successful corporate operations. There is a lot of complexity involved in the communication that takes place between the seller and the client, which is an investment in the success of the business relationship. The risk of loss, on the other hand, is also becoming more apparent. Customers typically work with agents who are able to deal with a variety of marketplaces on a global scale and who are fluent in several languages. This creates a route of interaction between the seller and the customer.

Academicians believe that the granite sector has the potential to strengthen connections between sellers and customers. Under these circumstances, it is essential to have specific technology breakthroughs and labor knowledge that are capable of satisfying the expectations of the clients. The industry's language - perfect knowledge continues to be limited inside the confines of the country, despite the fact that granite use and consumption are growing on a global scale [15]. There is still a low literacy rate, which presents a considerable challenge for overseas purchasers or clients who

are trying to satisfy their demanding requirements. Increases the gap for educated entrepreneurs to enter the stone sector in a suitable manner; such features imply a less or almost no relationship between the seller and the buyer, which has inspired the author to establish a profound awareness of the customer experience. Consequently, the author has attempted to expand their knowledge of the customer experience. This study covers a variety of issues, including the significance of a customer's participation, the value of the customer experience, the importance of understanding the client's behavioral intention, and information on the industry. The evaluation of service quality and the client experience are two different things, and there is a conceptual distinction between the two. The findings of the study indicate that the interaction between a company and its customers is considered to be an important factor.

The customer experience is a vital component of the service and commodities sector, particularly in the context of the service industry of today. In the business of providing goods and services, a relationship with the customer is an essential component. Nevertheless, despite the significance of the matter, the success of commercial ventures and the satisfaction of customers have not yet been identified [16].

The consumption of natural stones in the United States increased by a factor of three between the years 1994 and 2003, and it is anticipated that this consumption would reach billions of dollars by the year 2025. Following China as the most important natural stone buyer, the United States of America was the second most important buyer [17].444, 4 million dollars was the total amount of the stone that was exported in 2018. The hardness and visibility of granite make it a more desirable natural stone than marble or other natural stones. This demand is expected to expand over time. African nations, Asian nations (including Pakistan, China, and Malaysia), and European nations all have significant industrial sectors that are capable of modifying dimensional stones. Remains and fossils of old quarries can still be found in the region surrounding Pakistan as well as in other parts of the world. Granite, which is mostly used for cladding and flooring, is a vital building material that is utilized all over the world. The mining of granite and other dimensional stones has been done in the past by local laborers who were not employed in industrial settings on a limited scale. Since 2007, granite blocks have been shipped on a smaller basis, with the majority of them going to China. Through mining and factories, a significant investment was made in the granite industry, which resulted in increased production and reserves of one billion tons. Manufacturing plants were the starting point for this investment.

Researchers will be encouraged to explore some topics that require more research attention as a result of the increased incorporation of customer involvement within marketing literature. In the first place, companies invest billions of dollars in prospective or prospective customers in order to increase the value of their brand among consumers. By way of illustration, Microsoft and Apple both donate computers to educational institutions, so fostering positive brand reinforcement and fostering goodwill [18]. Two times a year, Clinique hosts a series of makeup workshops that are referred to as "Attracted to Color. " These workshops provide

individuals with the opportunity to have a one - on - one consultation with cosmetics professionals from the company. Regardless of whether or not a purchase is an imminent probability, the purpose of these activities is to establish the level of engagement that customers have with the brand. Second, a significant number of the initiatives that are

currently in place are not centered on making purchases but rather on achieving interaction with all of the interested parties. As an illustration, American Express encourages its cardholders, through its Members Project, to "dream up, and ultimately unite behind, one incredible idea."

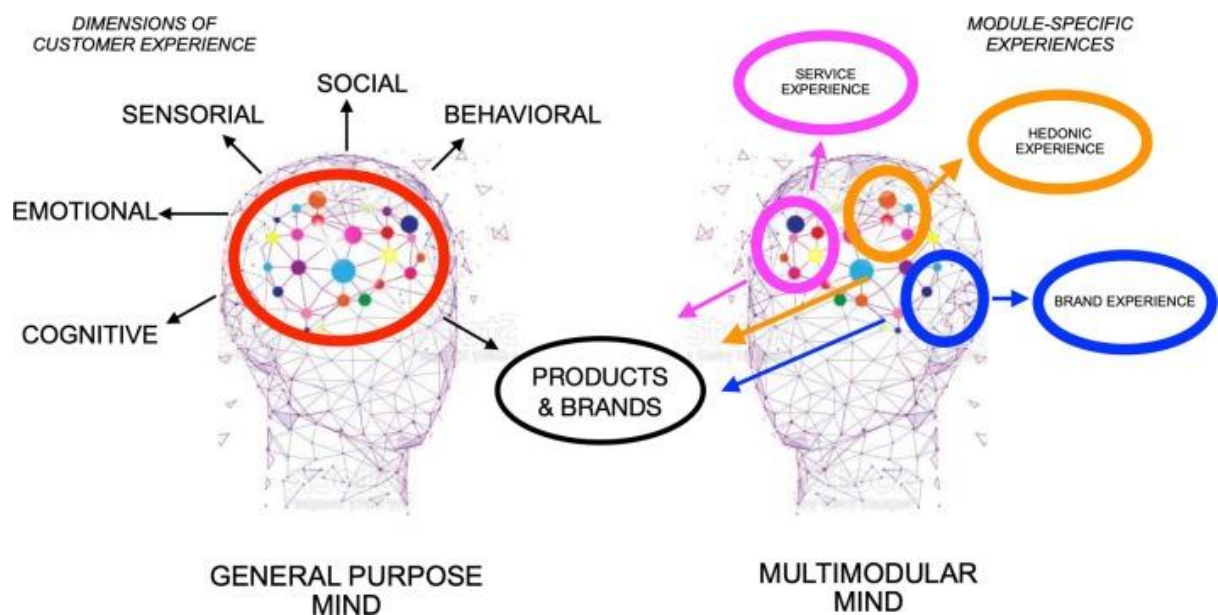


Figure 2: Modular consumption experience

In spite of this, each mechanism provides an evaluation of the customer experience event based on what they have been pre - trained to do. This is due to the fact that each mechanism was purpose - built to supply a certain kind of solution to a specific kind of problem. Whether or not the acquisition has been productive and efficient will be evaluated by the service marketing module. The experience marketing module will evaluate whether or not the event has been delightful and satisfying. The branding module will evaluate whether or not the extraction of meaningful data has been optimized. As a result, the acquisition - optimized experience or service experience is the result of the goal to maximize the acquisition of consumption resources. Hedonic experience is the result of a goal to maximize gratification, which leads to the gratification - maximizing experience of hedonic experience. As a result of the incentive to maximize data extraction, a brand experience is produced. This is due to the fact that a brand is actually a collection of information that is designed to assist customers in searching for and identifying the items and services that they desire. In this view, a brand experience is generated by an event when the data that is retrieved from a consumption event turns out to be meaningful (see Figure 2 for more information).

According to Rashid et al. 's 2020 research, Pakistan is one of the countries that is rich in stone and has a significant amount of potential for economic growth, exports, and wealth. This is the focus of a number of studies [19]. There is a reserve deposit of metallic and non - metallic minerals and ores in Pakistan that spans an area of 600, 000 square kilometers [20]. In the context of Pakistan's economy, the trade of dimensional stone is considered to be a developing sector. In particular, Pakistan is a leader in the production of black galaxy granite, which is distinguished by several characteristics, including its hardness and its temperature. There is a wide range of

variation in the texture of black granite across the many international producers.

This study builds on prior work that looked at how customer engagement affected customer experience, identification, and the ways in which engagement indirectly affected behavioral intentions via identification and experience [21, 22]. This study's findings indicate a lack of prior research on the topic of customer engagement, customer experience, and behavioral intention data in relation to competing choice moderators. To further our understanding of the association between the constructs, this work adds to the existing body of knowledge by proposing to infer the moderating effect of competitive decisions on the connection. This research draws on the theoretical notion of the connection between consumer participation, customer experience, and identification with other accessible alternatives.

3. Conclusion

Various definitions of customer experience have emerged, competing for relevance and applicability according to personal preferences, as a result of present efforts at defining and assessing the concept. Hence, there has to be a sharper focus on developing procedures to validate the different definitions in the research of this phenomenon. Researchers' propensity to substantiate suggested frameworks, components, premises, and assessment methods is crucial to the advancement of customer experience research. Unfortunately, it seems that most scholars are developing their own theories and explanations without consulting with their colleagues for collaborative validation, which is slowing down the progress of this area. Customer experience is a hot topic right now, but there has to be more consensus on how to

quantify its many facets. Given the variety of opinions expressed in the existing literature, it is clear that a unified and consistent strategy is needed to comprehend customer experience. In the absence of consensus, the development of new theories and models could slow down the field as a whole. The need for researchers to do empirical studies is growing as they face competing theoretical frameworks and unique points of view. In order to determine the most important aspects and legitimate concepts of customer experience, investigations that concentrate on thoroughly testing and validating suggested frameworks are critically important. A collaborative endeavor to test these theories in the real world would clear up any misunderstandings and lead to a stronger grasp of this complex phenomenon, which in turn would drive additional research and real - world applications in the fields of marketing and consumer behavior.

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