DIGITAL CUSTOMER EXPERIENCE:
A SYSTEMATIC ANALYSIS OF DIGITALIZATION PROCESS

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Abstract

Transforming a customer experience into a digital platform is essential for a firm's competitive advantage. One initiative is to have a holistic customer experience through various touch points, with the purpose of retaining customer loyalty. However, we may experience several challenges in designing and integrating user experience into business processes. The challenges may occur from internal or external stakeholders that leads to various level of management to make decision. Thus, our focus in this study is to identify the challenges and to propose a suitable digitizing process. To explore this concept, we conducted a systematic review of existing empirical evidence from various journals. This review identifies 20 articles that conduct Digital Customer Experience within both education and firm's points of view. The findings highlighted three components: (1) nine models and their framework, (2) six methods used comprised of qualitative and quantitative (3) eight different impact towards various business models. The outcome of the study is to highlight the needs of user centric digital experience and promote the tools to enable the process. Hence, transforming the customer journey becomes feasible, regardless of the type of business or services.

***Keywords*:** Digital Customer Experience, Customer Loyalty, Customer Journey,
Systematic Review, User-Centric

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