



2nd Global Conference on Business and Social Science-2015, GCBSS-2015, 17-18 September
2015, Bali, Indonesia

Understanding Customer Experience Management in Retailing

Erna Andajani *

Universitas Surabaya, Raya Kalirungkut street, Surabaya, Indonesia

Abstract

Survival in today's economic climate and competitive retail business requires more than just low prices and innovative products. Customer experience includes every point of contact at which the customer interacts with the business, product, or service. The concept of customer experience has emerged as a strategy for the retail business which is facing competition. Data have been collected from multiple sources such as books and journals. The paper aims at explaining how the actual implementation of customer experience to help the business organizations retaining satisfaction their customers in a long term and how the company gains an extra competitive advantage.

© 2015 The Authors. Published by Elsevier Ltd.

Peer-review under responsibility of the Organizing Committee of the 2nd GCBSS-2015.

Keywords: *customer experience, retail, strategy*

1. Introduction

Business competition today is getting tougher and a company can survive long only by

* Corresponding author. Tel.: +62-899-388-3705.

E-mail address: worldnot2013@gmail.com or ernajani@ubaya.ac.id