


Chapter 10

Digital Transformation in Customer Experience and Behavior

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ABSTRACT

The objective of this study is to investigate the impact of digital transformation on customer experience, specifically focusing on personalization, customer support, omni-channel experience, customer analytics, and fraud detection. This study adopted a method approach that has qualitative analyses. This research aims to uncover the extent to which personalization, customer support, omni-channel experience, customer analytics, and fraud detection contribute to customer satisfaction and loyalty in the digital era. These factors are expected to play a significant role in shaping customer perceptions and behaviors in the context of digital transformation. Understanding the impact of digital transformation on the customer experience is crucial for businesses operating in today's competitive marketplaces. By investigating the factors this study aims to provide practical insights for organizations seeking to enhance customer satisfaction and loyalty through the effective implementation of digital transformation strategies.

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INTRODUCTION

Over the last decade, the field of customer experience (CX) management has seen a revolutionary upheaval. The incorporation of digital technologies into all aspects of business has profoundly impacted how businesses function and engage with customers (Cioppi et al., 2023). Recognizing and adapting to these trends is critical for organizations seeking to remain competitive in today's rapidly changing world. In today's digitally driven world, businesses across industries are undergoing significant transformations to adapt to the changing needs and expectations of their customers (Carier, n.d.). The emergence of digital technologies, coupled with a shift in consumer behavior, has led to rapid evolution in the way organizations interact with their customers. According to a report (Special, 2023) from The Economic Times, to remain competitive, organizations of all sizes must adapt and adjust to the evolving technology world. Therefore, digital transformation has become a requirement. According to a report (Lamarre, E., et al., 2023) published by the Harvard Business Review, 89% of large companies globally have a digital and AI transformation underway; they have only captured 31% of the expected revenue lift and 25% of the expected cost savings from the effort. Until business leaders are convinced of the value and confidence in how to obtain it, they are unlikely to make the difficult, hands-in-the-dirty changes needed to improve their success rate. Consequently, understanding the impact of digital transformation (Pascucci et al., 2023) on customer experience has become imperative for companies striving to remain competitive and maintain customer loyalty. The objective of this study is to investigate the influence of digital transformation on customer experience, with a specific focus on personalization, customer support, omni-channel experience, customer analytics, and fraud detection. Digital transformation (Vial, 2019) represents an organizational and cultural shift towards adopting digital technologies and strategies to enhance business operations, improve customer engagement, and drive innovation. Personalization has emerged as a key element in digital transformation, allowing businesses to tailor their products (Reinartz et al. 2019), services, and communications to meet the unique needs and preferences of individual customers. By providing personalized experiences, companies can strengthen their customer relationships and increase their satisfaction and loyalty. Customer support is also significantly affected by digital transformation. Traditional customer support channels have been complemented and, in some cases, replaced by digital platforms such as chat bots, self-service portals, and social media. This shift enables organizations to provide quicker response times, 24/7 availability, and more efficient issue resolution, thus enhancing overall customer experience. Furthermore, the adoption of omni-channel strategies (Yin et al., 2022) is crucial in the digital era. Customers expect seamless and consistent experiences across various channels including websites,

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