



## Customer Service Experience: Construct Comprehension and its Dimensions

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### ABSTRACT

*In the present globalized scenario, the right marketing strategy can convert the customers into advocates. Organizations must focus on customer service experience to satisfy the customer. The focus of the paper is to comprehend the customer service experience concept with the help of discussion and analysis of existing definitions and dimensions of this topic.*

**Keywords: Customer Service Experience, Experience, Service Experience, Customer Experience, Consumer Experience**

### Introduction

Service marketing has been established as a mature field in the literature. The origination of service marketing was the effort of researchers to show how it differs from the marketing of goods/products. At present, customers, scholars, and practitioners have understood the significance of service experience. Many scholars are agreed that experience has come in the light and experience industries are touching new height (O'Sullivan and Spangler, 1998). The shifting in the world economy from service based to experience based has been seen recently and it shows that our needs and societies are changing (Pine and Gilmore, 1999). In the present, it has been difficult for companies to survive in the market without providing superior customer experience and it is now unavoidable in present competitive business environments (Berry, 2002; Gentile, 2007). In this background, this study tries to comprehend the idea of customer service experience (CSE), which is beneficial for marketers and academicians.

### Customer Service Experience

After review of definitions of 'experience', it can be deduced that "customer experience is internal and subjective response customers have" at the time of "direct and indirect dealings with a service provider" (Meyer and Schwager, 2007; Klaus and Maklan, 2011). "Memories, fun, emotions, sensations felt, knowledge gained and skills acquired through active involvement, pre, during and post consumption" and behaviour of firm's employees plays important role in forming customer service experience (Meyer and Schwager, 2007; Klaus and Maklan, 2011; Ahmed, 2009; Sundbo et al., 2008). Further, authors conclude that functional and emotional outcome dimensions are having a key contribution in creating customer service experience. Customer experience concept has been

fragmented because of diverse views on the same (Holbrook 2006). The present article presents the idea of total customer experience or holistic customer experience from the opinion of the end user (Verhoef et al., 2009).

### **Rationale for research/Importance of Studying CSE**

The relevance of this proposed research, in this emerging area, can be appreciated considering some points. Research says that service quality is the antecedents of customer satisfaction and customer satisfaction is the antecedents of customer loyalty, which positively contributes towards repeat purchases, but many current researchers have proved that it is not always true that customers always go for same brand choice (Sant, 1997). In this connection, Xerox conducted a study, which revealed that “merely satisfied” customers were six times less likely to repurchase than its “totally satisfied” customers (Schneider and Bowen, 1999) were. This study was conducted for eighteen months. Looking to this, it is required to think beyond this conventional wisdom (service quality > customer satisfaction > customer loyalty > repeat purchases) to define consumer behavior (Tu, 2004).

Managing customer experience can be beneficial for a firm in three ways (Kirkby, 2006):

- a) Companies can do short-term improvement in retaining business and customer.
- b) To improve in customer loyalty for longer term gain.
- c) Companies can create competitive differentiation.

In the present globalized environment, the main aim of companies to create superior customer experiences (Verhoef et al., 2009). Some examples are as follows:

- a) “Valero Energy Corporation is committed to ensuring a positive retail experience for customers by focusing on convenience, value, and quality” (Verhoef et al., 2009).
- b) “Dell computers focuses on delivering the best customer experience in the markets the firm serves while Toyota’s mission statement is to sustain profitable growth by providing the best customer experience and dealer support” (Verhoef et al., 2009).
- c) “It has been argued that the success of Starbucks is based on creating a distinctive customer experience for their customers” (Michelli, 2007; Verhoef et al., 2009).
- d) “Service providers, such as South West Airlines, IKEA, and Ritz Carlton recognize the crucial value created by providing unique and memorable, favorable CEs as the foundation of their business success” (Klaus, 2012).
- e) Ex.CIO of Dell, Jerry Gregoire said, “The customer experience is the next competitive battleground” (Klaus and Maklan, 2012).

One of the main contributors to company success is favorable customer experience (Gentile et al., 2007). Economic value is considered an outcome of Customer experiences in the firm (Pine and Gilmore, 2007). In practice, it is apparent that less number of companies’ have followed customer experience strategies to manage and govern their organizations (Klaus, 2012). Many researchers have agreed to consider the customer service experience as a new source of competition (Meyer and Schwager, 2007). It is apparent that there are positive things about customer service experience but some research does not support this. For instance, the Bain & Co. conducted a research on their customers with customers of several industries. In this research, 80 percent of senior executive claimed to give superior customer experience but only 8 percent of their customer accepted the same (Coffman and Stotz, 2007). This makes it very clear that there is confusion on the concept of experience in the literature, which reveals it is still unclear concept how different from the service (Johnston and Kong, 2011). Our effort is to analyses the literature on customer service experience.

**Research Objective**

This is apparent that consensus has not been made on the construct of customer experience in the existing studies. There is a multiplicity of perspectives to understand the theoretical/conceptual foundation of this topic. To bring this construct in operation, construct clarity is required. Looking to this, it is required to make the conceptual foundation of service experience. In short, the aims of present study are:

- i) to study the conceptual foundation of customer service experience
- ii) to study various existing customer service experience scales and dimensions

**Research Design**

Authors conducted an extensive literature review in eight months from December 2013 to July 2014 on the topic of service experience covering ABI/Informs, Business Source EBSCO, Science Direct, Emerald, Springer, Taylor & Francis Group, Palgrave Macmillan Journals, Sage, Wiley, JSTOR and Google scholar. Using these sources, all marketing domain, and its adjacent areas were considered. The researcher found papers from 1980 onwards to 2013. Researcher used to experience as keyword because research has been done in many service sectors such as hotel, education, retail etc., and many keywords such as retail experience, hotel experience, consumer experience, customer experience, and the researchers have used service experience so only one keyword was used to ensure that all possible publication on the topic has been covered. Apart from that to search all possible studies on the topic, all papers references were also seen to ensure that nothing has been left on the topic. After this literature survey, 182 studies were selected based on the following criterion:

- (1) Study gave definition of customer service experience or
- (2) Study is about the dimensions of customer service experience or
- (3) Study is about the relationship between customer service experience dimensions and its outcomes;

Out of these 182 studies, experience definitions were found in 54 studies and dimensions were found in 113 studies. To work on the aims of the present study, the researcher first developed the definitional framework of customer service experience to better understand how other researchers have conceptualized customer service experience concept and to identify the commonalities and frequencies of the components in the definitions. Second, a table was prepared to mention the year, authors/journal name, dimensions, consequences, and context of the study. The objective behind developing this table was to get what other researchers have given about the dimensions and consequences of customer service experience. After looking these details, it was easy to get the knowledge gap in the literature.

**Deconstructing CSE (a definitional framework)**

To describe the theoretical foundation of customer service experience, the definitional framework was developed. These definitions are found in the papers from 1982 to 2011.

<b><u>Table I: Definitions of Consumer Service Experience Construct</u></b>		
<i>Year</i>	<i>Authors</i>	<i>Definitions</i>
1982	Holbrook and Hirschman	“Experience is defined as a personal occurrence, often with important emotional significance, founded on the interaction with stimuli which are the products or services consumed” as cited in (Caru and Cova, 2003). “a steady flow of fantasies, feelings, and fun” (Holbrook and Hirschman, 1982, p. 132)

1984	Mannell	“An experience or state of mind is uniquely individual and that the quality rather than the quantity of leisure in our lives deserves attention.”
1986	Havlena and Holbrook	“Consumption Experiences: a mix of utilities/hedonic, tangible/intangible, or objective/subjective components; Emotional aspects of consumption experiences occur in almost all consuming situations.”
1990	Csikszentmihalyi	“Flow is a state of experience which is characterized by an experience of intense concentration and enjoyment.”
1992	Denzin	“Extraordinary experiences rupture routines and live and provoke radical redefinitions of the self. In moments of epiphany, people redefine themselves. Epiphanies are connected to turning-point experiences.”
1993	Arnould and Price	“An extraordinary experience is characterized by a high level of emotional intensity, and is triggered by an unusual event.”
1993	Mano and Oliver	“Product-Consumption-Elicited-Experience: Pleasantness and arousal are two primary dimensions of affect; Post-consumption experience: evaluation, feeling, and satisfaction.”
1994	Carbone and Haeckel	“The takeaway impression formed by people’s encounters with products, services, and businesses a perception produced when humans consolidate sensory information” (p. 8).
1996	Lauralee Alben	“we mean all the aspects of how people use an interactive product: the way it feels in their hands, how well they understand how it works, how they feel about it while they’re using it, how well it serves their purposes, and how well it fits into the entire context in which they are using it.” P. 12
1997	Padgett and Allen	Padgett and Allen referred to the customer experience “as a coalescing of symbolic meaning with consumers’ allied behaviors, thoughts, and feelings during service or product consumption.” cited in Lywood et al. (2009)
1997	Carlson	An experience can be defined as “a constant flow of thoughts and feelings that occur during moments of consciousness.”
1998	O’Sullivan and Spangler	“Involves the participation and involvement of the individual in the consumption and the state of being physically, mentally, emotionally, socially, or spiritually engaged found that experience.”
1998	Pine and Gilmore	“experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level....each experience derives from the interaction between the staged event (like a theatrical play) and the individual’s state of mind.” p. 99
1999	Pine and Gilmore	“Experiences are events that engage individuals in a personal way.” p. 12
1999	Tseng et al.	“The totality that experience is called the service experience of customers with respect to a service operations system. Customer’s service experience relays how service contacts actually occur. When a customer purchases a service, he or she purchases an experience created in the service operations of a service

		organization.”
1999	Bergmann	“Experience is specific knowledge that has been acquired by and agent during past problem solving. Experience is therefore always situated in a certain, very specific problem-solving context. Therefore, experiences is stored knowledge” (Bergmann, 1999, p. 28)
1999	Schmitt(a)	“Experiences involve the entire living being. They often result from direct observation and/or participating in the event – whether they are real, dreamlike or virtual” (p. 60). “Result of encountering, undergoing, or living through situations. They are triggered stimulations to the senses, the heart, and the mind. Experiences also connect the company and the brand to the customer’s lifestyle and place individual customer actions and the purchase occasion in a broader social context. In sum, experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values” (Schmitt 1999, p. 25 cited in Zeher, Anita, 2009
2000	Lewis and Chambers	“The total outcome to the customer from the combination of environment, goods, and services purchased.”
2000	Gupta and Vajic	“Experience is an emergent phenomenon. It is the outcome of participation in a set of activities within a social context” (Gupta and Vajic, 2000, p. 33). “An experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider.”
2000	McLellan	“The goal of experience design is to orchestrate experiences that are functional, purposeful, engaging, compelling, and memorable.”
2001	Addis and Holbrook	“consisting two phases: the relationship between consumer and firm and the use of core product” (pg.53)
2002	Robinette et al	“The collection of points at which companies and consumers exchange sensory stimuli, information, and emotion” (p. 60).
2002	Hoch	“an emotional and subjective experience, is uniquely personal and changeable with the customer, product or service.” cited in Lywood et al, 2009
2002	Seybold	“A total customer experience is a consistent representation and flawless execution, across distribution channels and interaction points, of the emotional connection and relationship you want your customers to have with your brand.”
2002	Berry et al.	“The means of orchestrating all the clues that people detect in the buying process.”
2002	Smith and Wheeler	“Good experiences build loyalty behaviour through some kind of emotional connection and customer perceptions of time, structure, and context.”
2002	Goldstein et al.	“customer’s direct experience with the service”
2002	Shaw and Ivens	“An interaction between an organization and a customer. It is a blend of an organization’s physical performance, the senses stimulated and emotions evoked, each intuitively measured

		against customer experience across all moments of contact” (p. 6).
2003	Haeckel et al.	“By ‘total experience’ we mean the feelings customers take away from their interaction with a firm’s goods, services, and ‘atmospheric’ stimuli” (Haeckel et al., 2003, p. 18) cited in Zeher, 2009
2004	Pullman and Gross	“An experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider. Successful experiences are those that the customer finds unique, memorable, and sustainable over time, would want to repeat and build upon, and enthusiastically promotes via word of mouth.”
2005	Johnston and Clark	“Service experience as the customers’ direct experience of the service process, the organisation, the facilities, other customers and how the customer is treated by the service firm’s representatives.” cited in Ute Walter, Bo Edvardsson, 2010.
2005	Flanagan et al.	“Customer’s feeling of confidence in an organization.”
2006	Hume et al.	“The provider creates an offering through the design of a series of encounters and interactions. The consumer interprets these encounters to construct an overall experience.” p. 307
2006	Ruiping and Yujuan	“Experience is internal reflection based on some stimulus” (Ruiping and Yujuan, 2006, p.87 cited in Siripat and Haron, 2012.
2006	Berry et al.	“What is an experience clue? It is anything in the service experience the customer perceives by its presence – or absence. If the customer can see, hear, taste, or smell it, it is a clue” (Berry et al., 2006, p. 44)
2007	Meyer and Schwager	“The internal and subjective response that customers have of any direct or indirect contact with a company. Direct contact is generally occurs in the course of purchase, use, and service, and is usually initiated by the customer. Whereas, indirect contact most often involves unplanned encounters with representations of a company’s products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports and reviews” (p. 2).
2007	Oh et al.	“Enjoyable, engaging, memorable encounters for those consuming these events.”
2007	Mossberg	“A blend of many elements coming together and involve the consumer emotionally, physically, intellectually and spiritually.”
2007	Andersson	“The moment when tourism consumption and tourism production meet.”
2007	Meyer and Schwager	“The internal and subjective response that customers have of any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service, and is usually initiated by the customer. Whereas, indirect contact most often involves unplanned encounters with representations of a company’s products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports and reviews” (p. 2).
2007	Gentile et al	“The customer experience originates from a set of interactions

		between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly individual and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual). Its evaluation depends on the comparison between a customer's expectations and the stimuli coming from the interaction with the company and its offering in correspondence of the different moments of contacts or touch-points" (p. 397).
2008	Sandstrom et al.	"A service experience is the sum total of the functional and emotional outcome dimensions of any kind of service...intangible services or tangible products. The service experience is always individual and unique to every single customer and every single occasion of consumption, and it assumes that the customer is an active co-creating part of the service consumption process." p.118
2008	Lashley	"These experiences engage emotions, which is essential to creating a memory."
2008	Ray	"Experiences interrupt people from their lives and expectations to provide something of interest that demands attention; experiences themselves are incredibly involving."
2009	Ahmed,	"Emotions provoked, sensations felt, knowledge gained and skills acquired through active involvement with the firm pre, during and post consumption." P. 23 unpublished Ph.D. Thesis
2008	Sundbo et al.	"A mental journey that leaves the customer with memories of having performed something special, having learned something or just having fun." (cited in Walter et. al., 2010)
2009	Wiley	"Experience design is the new buzz phrase in marketing creating an overall experience for all interactions that your customer has with your organization, digital or not." (p. 62)
2009	Grewal et al.	"including every point of contact at which the customer interacts with the business, product or service" (p.113, cited in Kim, 2011)
2009	Verhoef et al.	"Customer experience construct is holistic in nature and involves the customer's cognitive, affective, emotional, social, and physical responses to the retailer. This experience is created not only by those elements which the retailer can control (e.g., service interface, retail atmosphere, assortment, price), but also by elements that are outside of the retailer's control (e.g., influence of others, purpose of shopping). Additionally, we submit that the customer experience encompasses the total experience, including the search, purchase, consumption, and after-sale phases of the experience, and may involve multiple retail channels." p. 32
2009	Brakus et al.	"Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments." p.52
2010	Walter et al.	"Customer's direct and indirect experience of the service process, the organization, and the facilities and how the customer interacts with the service firm's representatives and other customers." p. 238

2011	Klaus and Maklan	“Service experience is the customer’s assessment of all attributes of their direct and indirect dealings with a service provider that explains their behavioral loyalty through repeat purchasing” p. 21
2011	Kotri	“subjective and multidimensional response to every and all direct and indirect interactions with the organizations and its value offering, accumulating during the whole consumption cycle” on p. 23 thesis
2011	Klaus and Maklan	“Service experience is the customer’s assessment of all attributes of their direct and indirect dealings with a service provider that explains their behavioral loyalty through repeat purchasing” p. 21

**Table II: Dimensions, consequences and contexts of Consumer Service Experience studies**

<i>Year</i>	<i>Authors/Journal</i>	<i>Dimensions</i>	<i>Consequences</i>	<i>Context</i>
1982	Holbrook and Hirschman	Multisensory, Fantasy, Emotive aspect	-	General
1983	Unger and Kernan	intrinsic satisfaction, perceived freedom, arousal, mastery, involvement, and spontaneity	-	Leisure
1991	Fournier	functional, experiential, and identity roles	-	General
1991	Tucker (a, b)	Speed of service delivery, Convenience, Age waves, Choice, Lifestyle, Discounting, Value adding, Customer service, Technology, Quality	-	museums
1984	Holbrook	Emotions, performance, and personality	-	Leisure (play, games, sports and other leisure activities)
1993	Arnould and Price	Harmony with nature, Communities, Personal growth, and self-renewal.	-	Leisure (River rafting)
1993	Mano and Oliver	Pleasantness and arousal	-	General
1994	Rowley	lifestyle, Speed, age, value adding, quality,	Customer satisfaction	Library



		choice, discounting, service, technology, convenience and discounting		
1996	Otto and Ritchie	Hedonic, Interactive, Stimulation, Safety, Comfort, Novelty	Customer satisfaction	Tourism industry
1996	Johnson and Mathews	Person-specific		Fast food restaurants
1997	Grove and Fisk	Other's presence, social interaction, service-escape, and waiting lines	Customer satisfaction	Retail
1998	Pine and Gilmore	Entertainment, Education, Estheticism, Escape.	-	General
1998	O'Sullivan and Spangler	Real to virtual, novelty or communality, degree of mass production or customization, level of interaction with other people	-	Recreation and leisure
1999	McIntosh	Environment and presence of other visitors	Insightfulness, Immediate and long-term benefits	Heritage
1999	M.A. Jones	Selection, Prices, store environment, Salespeople, Social, Task, Time, Involvement, financial resources	-	Retail
1999	Johnston	employees behavior, speed and Service process,	Customer satisfaction	General
1999	Schmitt	sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences behaviors, lifestyles (ACT), social-identity experiences	-	General
1999	Sarel and Marmorstein	employee apology, prior waiting experience and	Customer satisfaction	Bank

		perceived employee behavior		
1999	Tseng et al.	Service personnel, Physical environment, service process and other customers	Customer satisfaction	General
1999	Rowley	lifestyle, Speed, age, value adding, quality, choice, discounting, service, technology, convenience and discounting	Customer satisfaction	Hospitality
2000	Christina Goulding,	Socio-cultural, Cognitive, Psychological orientation, Physical and environmental	-	Museum
2000	Novak et al.	challenge, focused attention, Arousal, interactivity, control, skill, Time distortion, telepresence, and involvement.	Positive effect and Exploratory behavior	Online
2001	Fulbright et al.	Sensory, affective and cognitive	Balance of pain	Pain
2001	Addis and Holbrook	Utilitarian experience and hedonic experience	-	Business environment/General
2001	Brakus	intellectual, sensory, affective Social, bodily	-	General
2002	Sun	flow experiences and consumers' affective responses	Social gains, customer loyalty and Sensory stimulation	Web purchasing/sites of Canada, UK, Australia and USA
2002	Greenwell et al.	Core product ,service personnel and Physical facility	Customer satisfaction	Sports
2003	Dube and Le Bel	Intellectual pleasure, Sensory (or physical) pleasure, Emotional pleasure and Social pleasure	-	General
2004	Grace and O'Cass	employee service, servicescape and	Brand attitude Satisfaction,	Banking services

		core service,	aroused feelings	
2004	O'Loughlin et al.	Brand experience, Transactional Experience, Relationship experience,	-	Irish financial services
2004	Constantinides	Usability, marketing mix, trust, aesthetics and interactivity	Web purchasing behaviour of consumers	Online
2004	Quan and Wang	Peak experience and supporting experience.	Customer satisfaction	Food
2004	Stadlmayr et al.	Emotional adaptation, Physical discomfort, negative emotional experience, and fulfillment	Overall satisfaction	Birth experience
2004	Poulsson and Kale	Personal, Relevance, Novelty, Surprise, Learning, Engagement	-	Leisure
2004	Knutson and Beck	Extrinsic-intrinsic, absorption-immersion, real-virtual, mass-produced-customised, interaction-alone, , pleasure-arousal, active-passive and Functional-emotional and novelty-communality	loyalty and Satisfaction	General
2004	O'Cass and Grace	Core service, interpersonal service, advertising services cape, self-image congruence, publicity, word of mouth, brand name and brand-aroused feelings, country of origin,	Usage intention and service brand attitude	Bank
2004	Mathwick and Rigdon	Skill, navigational challenge, decisional control, and internet usage level	Play (escapism and enjoyment)	Online
2005	Shaw and Ivens	Physical performance, the	-	General

		senses stimulated, emotions evoked		
2005	Hansen et al.	core product, the restaurant interior, the personal social meeting, the company, the restaurant atmosphere	-	Restaurant
2005	Tsai	Sensory, emotional, social, and intellectual	-	General
2005	Arnolda et. al.	Interpersonal— salesperson (Interpersonal effort (helpful), Interpersonal engagement, Problem resolution, Interpersonal distance, Time commitment), Non-interpersonal— product (Unanticipated acquisition, Unanticipated value (price/bargain)	-	Retail
2005	Arnold et al.	Other customers, salesperson, product, customer timing or mood and atmosphere	Patronage, WOM, Complaints and convenience voice	Retail
2005	Flanagan et al.	Accessibility, Availability, Communication, Speed of response, Empathy, Attentiveness, Commitment, Care, Courtesy, Competence, Commitment, Action taken, Encouragement.	Customer satisfaction	<i>Police services</i>
2005	Jordan L. Le Bel,	Sensory/physical, Social, Emotional, Intellectual/Discovery	-	Air travel
	McIntosh and	Homely, value added,	Boutique success	Boutique

2005	Siggs	Unique character, Personalized and Quality		Accommodation
2006	Berry et al.	Functional, Mechanic, humanic clues	-	General
2006	Mascarenhas et al.	Physical moments, Emotional involvement moments, Value chain moments	Loyalty	General
2006	Williams	Escapist., entertainment, educational and esthetic	Customer satisfaction	Tourism and hospitality
2006	Nowak and Newton	Product quality, pricing and operations	Preference, satisfaction, Positive emotions, and Repurchase intentions	Wine industry
2006	Rahman	Cognitive, emotional and physical	Loyalty and profitability	Bank
2006	Mizrahi et al.	Conviction, emotional involvement, Cognitive preoccupation, external perspective and behavioral impact	Behavioral impact	Healthcare
2006	Johnson et al.	Category experience	Customer satisfaction	Arts organizations
2007	Gentile et al.	Sensorial, Emotional, Cognitive, Pragmatic, Lifestyle, relational component	-	General
2007	Holbrook	Altruistic, hedonic, social economic	-	General
2007	Knutson et al.	Incentive, benefit, convenience, utility, trust, environment, accessibility and accessibility	Customer satisfaction	Hospitality
2007	Oh et al.	Escapist, esthetic, educational, entertainment	Memories, customer satisfaction, arousal, and	Bread and breakfast industry

			overall quality	
2007	Ralston et al.	Educational, esthetic, entertainment, escapist	Intention to return and recommend to others	Base ball game
2007	Kao et al.	Surprise and participation, Immersion	recommendation intention, satisfaction, repurchase intention and attitude	Base ball game
2008	Liu and Liu	Physiological, affective and correlative	Repeat patronage Intention	Hotel
2008	Naylor et. al.	Hedonic, symbolic, solving problem	-	resort
2008	Lee et al.	Relate, Sense, think, feel and act	Image	Night market
2008	Mahfouz et al.	Sensory, emotional, cognitive, behavioural and collaborative	Customer Retention	Online dating
2008	Takatalo et al.	Competence, situational involvement and physical presence	-	Online
2008	Bridges and Florsheim	Challenge, control, importance, interactivity, telepresence, arousal, time distortion, and skill	-	Web shopping goals
2008	Ek et al.	Educational, esthetic, entertainment and escapist	Experience design wheel	Tourism
2008	Nagasawa	Relate, feel, act, think, and sense	Customer value	General
2009	Brakus et al.	Sensory, Affective, behavioral, Intellectual	Satisfaction and loyalty	Brand
2009	Sundbo	Hedonistic experience, Meaning-creating experience, Social status-creating experience	-	General
2009	Grewal et al.	Political, economic, promotion, price, merchandise, supply	Profits, Customer Satisfaction, wallet	Retail

		chain, location	shares and frequent shopping visits	
2009	Verhoef et al.	Social environment, Service interface, Atmosphere, Price, Assortment, Channel, Past customer experience	-	Retailing
2009	Knutson et al.	Benefit, Convenient, Incentive, Environment	Customer satisfaction	Hotels
2009	Jain and Bagdare	Emotional, cognitive, physiological, behavioural and social	-	Retail
2009	Yu and Fang	Educational, esthetic, entertainment and escapist	Customer perceived value, Intention to shop	Coffee shop market
2009	Chan	Cognitive, affective and reflective	Benefits	Museum
2009	Sheu et al.	Relate, Sense, think, feel and act	Loyalty and customer satisfaction	Online gaming
2009	Slatten et al.	Ambience, interaction and design	Loyalty	Winterpark
2009	Hosany and Gilbert	Positive surprise, love and joy	Intention to Recommend and customer satisfaction	Holiday destinations
2009	Smidt-Jensen et al.	Educational, esthetic, entertainment and escapist	Future prosperity	Cities
2009	Hollyoake	Communication, Trust, integrity and interdependence	Customer satisfaction	General/business-tobusiness
2009	Huang and Hsu	Learning, Relaxation, Self- reflect, Family Relation, Fitness, People	-	Cruise experience
2009	Lin et al.	Relate, Sense, think, feel and act	Customer loyalty	Hot-spring hotel
2010	Walter et al.	Social interaction, The core service of the restaurant, The physical environment, The restaurant, Price and	-	-

		payment procedure, The atmosphere, The guest, The occasion		
2010	Constantinides et al.	Marketing mix, interactivity, aesthetics, trust, and usability	Web purchasing behaviour	Online
2010	Walter et al.	Occasion, core service, restaurant, physical environment, price and payment procedure and guest, social interaction and atmosphere	Value and customer satisfaction	Restaurant
2010	Zarantonello and Schmitt	Sensory, affective, behavioural and intellectual	Brand attitude and Purchase intentions	Brand
2010	Kim et al.	Hedonic, refreshment, local culture, meaningfulness, knowledge, involvement, novelty	-	Tourism
2010	Ferguson et al.	pain/discomfort, patient/personnel interaction, , patient/patient interaction, recovery outcomes, Information,	Word of mouth and customer loyalty and	Healthcare
2010	Wu and Liang	Control, time distortion, challenge, focused attention, and skill	Loyalty and customer satisfaction	Tourism
2010	Xu and Chan	“recognition and escapism”, “peace of mind and relaxation”, “hedonics” and “involvement”	Customer satisfaction	
2010	Dorwart et al.	scenic values, presence of others, management influences, depreciative behavior, Nature oriented details	Customer satisfaction	Park
2010	Walls et al.	Ordinary, extraordinary,		Hospitality and tourism



		cognitive and emotive		
2010	Hosany and Witham	Escapism, entertainment, esthetics and education	Intention to recommend Arousal, overall quality, customer satisfaction and memories	-
2010	Kaplanidou and Vogt	Emotional aspects, Organisational aspects, social aspects, physical aspects, and environmental aspects	Customer satisfaction	Sports
2010	Chang and Horng	physical surroundings, service providers, Other customers' negative, public behaviors, customers' companions, customers themselves	-	<i>General</i>
2011	Kotri, Andrus	Cognitive, Sensory, Emotional, imaginative, bodily and Instrumental	-	Casina, Hotel, Security, Travel, Bank and Mobile
2011	Walls et al.	physical environment, human interaction	-	Hotel consumer experience
2011	Bouchet et al.	aesthete, interactive, supporter, and opportunist	-	Sport
2011	Ding et. al.	Innovativeness, optimism, discomfort, insecurity	behavioral intentions	Online financial services
2011	Lemke et. al.	Helpfulness, Value for time, Customer recognition, Promise fulfillment, Interest in problem Solving, Personalization, Competence, Accessibility of person/facility	-	goods sectors such as automotive and brewery, and services sectors such as transport and catering
2011	Kim et al.	Environment, Benefits, Convenience, Accessibility, Utility,	Customer satisfaction	General/advertising agencies, design studios, and Public Relations firms

		Incentive, Trust		
2011	Chih-Ching Teng	Interpersonal interaction, psychological connection, openness to different cultures, sensation satisfaction, and perceived value.	-	restaurants and tourist accommodation
2011	Klaus. and Maklan	Hedonic Enjoyment, Personal Progression, surreal feeling, social interaction, efficiency	-	Mountain Biking extreme sport camp
2011	Ahmed	Comfort, Educational, Hedonic, Novelty, Recognition, Safety, Sense of beauty	-	hotel
2011	Su	Relate, feel, act, think, and sense	Behavioural intention	Ethnic restaurants
2012	Brocato et al.	Similarity, Physical Appearance, Suitable Behavior	-	Retail
2012	IpKin Anthony Wong	service environment, employee service, service convenience, hedonic service	-	Casino
2012	Kim et al.	Hedonism, Refreshment, local culture, Meaningfulness, Knowledge, Involvement, Novelty	-	Tourism experience
2012	Kruger and Saayman	Amenities, Comfort and visibility, Marketing, Personnel and provisions,	-	Spectator experience at the two ocean marathon
2012	Kim, HaeJung	Customer-brand Resonance, Customer judgment, Customer feeling, Brand performance, Brand imagery, Brand awareness	-	Fashion brand experience
2012	Garg et al.	Presence of other customers, Servicescape,	-	Banking services

		Customization, Value added, Speed, Employees, Core service, Service process, Convenience, Online functional elements, Online hedonic elements, Online aesthetics, Marketing mix, customer Interaction		
2012	Olsson et al.	Cognitive evaluation, positive activation, positive deactivation	-	Travel scale in public transport
2012	Wang et al.	Action Experience, Aesthetic Experience, Emotional Experience	-	Wetland park
2012	Klaus and Maklan	Product experience, outcome focus, moments of truth, peace of mind	Satisfaction, word of mouth and loyalty	Mortgage Loan
2009	Sheu et al.	Relate, Sense, think, feel and act	Loyalty and customer satisfaction	Online gaming
2009	Slatten et al.	Ambience, interaction and design	Loyalty	Winterpark
2009	Hosany and Gilbert	Positive surprise, love and joy	Intention to Recommend and customer satisfaction	Holiday destinations
2009	Smidt-Jensen et al.	Educational, esthetic, entertainment and escapist	Future prosperity	Cities
2009	Hollyoake	Communication, Trust, integrity and interdependence	Customer satisfaction	General/business-tobusiness
2009	Huang and Hsu	Learning, Relaxation, Self- reflect, Family Relation, Fitness, People	-	Cruise experience
2009	Lin et al.	Relate, Sense, think, feel and act	Customer loyalty	Hot-spring hotel
2010	Walter et al.	Social interaction, The core service of the restaurant, The physical	-	

		environment, The restaurant, Price and payment procedure, The atmosphere, The guest, The occasion		
2010	Constantinides et al.	Marketing mix, interactivity, aesthetics, trust, and usability	Web purchasing behaviour	Online
2010	Walter et al.	Occasion, core service, restaurant, physical environment, price and payment procedure and guest, social interaction and atmosphere	Value and customer satisfaction	Restaurant
2010	Zarantonello and Schmitt	Sensory, affective, behavioural and intellectual	Brand attitude and Purchase intentions	Brand
2010	Kim et al.	Hedonic, refreshment, local culture, meaningfulness, knowledge, involvement, novelty	-	Tourism
2010	Ferguson et al.	pain/discomfort, patient/personnel interaction, , patient/patient interaction, recovery outcomes, Information,	Word of mouth and customer loyalty and	Healthcare
2010	Wu and Liang	Control, time distortion, challenge, focused attention, and skill	Loyalty and customer satisfaction	Tourism
2010	Xu and Chan	“recognition and escapism”, “peace of mind and relaxation”, “hedonics” and “involvement”	Customer satisfaction	
2010	Dorwart et al.	scenic values, presence of others, management influences, depreciative behavior, Nature oriented details	Customer satisfaction	Park

2010	Walls et al.	Ordinary, extraordinary, cognitive and emotive		Hospitality and tourism
2010	Hosany and Witham	Escapism, entertainment, esthetics and education	Intention to recommend Arousal, overall quality, customer satisfaction and memories	
2010	Kaplanidou and Vogt	Emotional aspects, Organisational aspects, social aspects, physical aspects, and environmental aspects	Customer satisfaction	Sports
2010	Chang and Horng	physical surroundings, service providers, Other customers' negative, public behaviors, customers' companions, customers themselves	-	<i>General</i>
2011	Kotri, Andrus	Cognitive, Sensory, Emotional, imaginative, bodily and Instrumental	-	Casina, Hotel, Security, Travel, Bank and Mobile
2011	Walls et al.	physical environment, human interaction	-	Hotel consumer experience
2011	Bouchet et al.	aesthete, interactive, supporter, and opportunist	-	Sport
2011	Ding et. al.	Innovativeness, optimism, discomfort, insecurity	behavioral intentions	Online financial services
2011	Lemke et. al.	Helpfulness, Value for time, Customer recognition, Promise fulfillment, Interest in problem Solving, Personalization, Competence, Accessibility of person/facility	-	goods sectors such as automotive and brewery, and services sectors such as transport and catering
2011	Kim et al.	Environment, Benefits,	Customer satisfaction	General/advertising agencies, design

		Convenience, Accessibility, Utility, Incentive, Trust		studios, and Public Relations firms
2011	Chih-Ching Teng	Interpersonal interaction, psychological connection, openness to different cultures, sensation satisfaction, and perceived value.	-	restaurants and tourist accommodation
2011	Klaus. and Maklan	Hedonic Enjoyment, Personal Progression, surreal feeling, social interaction, efficiency	-	Mountain Biking extreme sport camp
2011	Ahmed	Comfort, Educational, Hedonic, Novelty, Recognition, Safety, Sense of beauty	-	hotel
2011	Su	Relate, feel, act, think, and sense	Behavioural intention	Ethnic restaurants
2012	Brocato et al.	Similarity, Physical Appearance, Suitable Behavior	-	Retail
2012	IpKin Anthony Wong	service environment, employee service, service convenience, hedonic service	-	Casino
2012	Kim et al.	Hedonism, Refreshment, local culture, Meaningfulness, Knowledge, Involvement, Novelty	-	Tourism experience
2012	Kruger and Saayman	Amenities, Comfort and visibility, Marketing, Personnel and provisions,	-	Spectator experience at the two ocean marathon
2012	Kim, HaeJung	Customer-brand Resonance, Customer judgment, Customer feeling, Brand performance, Brand imagery, Brand awareness	-	Fashion brand experience
2012	Garg et al.	Presence of other customers,	-	Banking services

		Servicescape, Customization, Value added, Speed, Employees, Core service, Service process, Convenience, Online functional elements, Online hedonic elements, Online aesthetics, Marketing mix, customer Interaction		
2012	Olsson et al.	Cognitive evaluation, positive activation, positive deactivation	-	Travel scale in public transport
2012	Wang et al.	Action Experience, Aesthetic Experience, Emotional Experience	-	Wetland park
2012	Klaus and Maklan	Product experience, outcome focus, moments of truth, peace of mind	Satisfaction, word of mouth and loyalty	Mortgage Loan

**Source: Self**

With the help of these definitions, it is very clear that the main themes of these definitions are cognitive and emotional. It means that consumer’s cognition and emotions play a key role in determining experience. After looking various definitions of experience, content analysis was performed. The purpose of this was to identify the commonalities amongst the definitions. All the definitions of Table 1 were content analyzed to find out the commonalities amongst the definitions.

**Analysis and Discussion**

**Table III: Analysis of Consumer Service Experience Definitions and Dimensions: identification of commonalities**

<i>Comp.</i>	<i>Synon.</i>	<i>Source/Year(Definition)</i>	<i>Source/Year(Dimensions)</i>
<i>Sensory</i>	<i>Sensory/Sense/Sensorial/Esthetic/Physiological</i>	Pine and Gilmore (1999); Lewis and Chambers (2000); McLellan (2000); Robinette et al (2002); Hoch (2002); Haeckel, Carbone and Berry (2003); Johnston and Clark (2005); Ruiping & Yujuan (2006); Berry, Wall and Carbone (2006); Andersson (2007); Gentile et al (2007), Schmitt(1999a), Gupta and Vajic (2000), Shaw and Ivens (2002); Ahmed, R. (2009); Walter, Edvardsson and Öström, (2010)	Goulding (2000); Fulbright et al. (2001); Brakus (2001);Dube and Le Bel (2003); Poulsson and Kale (2004); Tsai (2005); Shaw and Ivens (2005); Hansen et al (2005); Jordan L. Le Bel (2005); Berry et al. (2006); Williams (2006); Gentile et al. (2007); Oh et al. (2007); Ralston et al. (2007); Nagasawa (2008); Jeong et al. (2008); Ek et al. (2008); Mahfouz et al. (2008); Nagasawa (2008); Lee et al. (2008); Liu and Liu (2008); Verhoef (2009); Brakus et al. (2009); Schmitt (2010); Ute Walter (2010);Chang & Shun-Ching Horng (2010); Su (2011); Kotri (2011);Bouchet et. al. (2011); Chih-Ching Teng (2011); Klaus and Maklan (2011); Ismail, R. (2011); Brocato et al. (2012); Wong (2012); Kruger & Saayman (2012); Kim (2012); Garg et al. (2012); Wang (2012); Klaus and Maklan (2012)
<i>Affective</i>	<i>Affective/Emotional/Entertainment/Feel</i>	Csikszentmihalyi (1990); Lauralee Alben (1996); Padgett and Allen (1997); Carlson (1997); Schmitt(1999a); McLellan (2000); Robinette et al (2002); Hoch (2002); Seybold (2002); Haeckel, Carbone and Berry (2003); Ruiping and Yujuan (2006); Mossberg (2007); Oh et al., 2007; Gentile et al (2007); Sandstrom et al. (2008); Sundbo, J. and Hagedorn-Rasmussen, P. (2008); Lashley (2008); Ahmed, Rageh (2009); Oh et al. (2007)	Holbrook (1984); McIntosh (1999); Goulding (2000); Fulbright et al. (2001); Addis and Holbrook (2001); Brakus (2001); Sun (2002); Dube and Le Bel (2003); Stadlmayr et al. (2004); Shaw and Ivens (2005); Tsai (2005); Jordan L. Le Bel (2005); Williams (2006); Holbrook (2007); Ralston et al. (2007); Oh et al. (2007); Holbrook (2007); Gentile et al. (2007); Lee et al. (2008); Mahfouz et al. (2008); Ek et al. (2008); Jeong et al. (2008); Naylor et. al (2008); Chan (2009); Sheu et al. (2009); Zhang et al. (2009); Lin et al. (2009); Verhoef et al. (2009); Gilbert (2009); Jain and Bagdare (2009); Sundbo (2009); Brakus et al. (2009); Hosany and Walls et al. (2010); Jing Xu and Andrew Chan (2010);Kim et al. (2010); Su (2011);



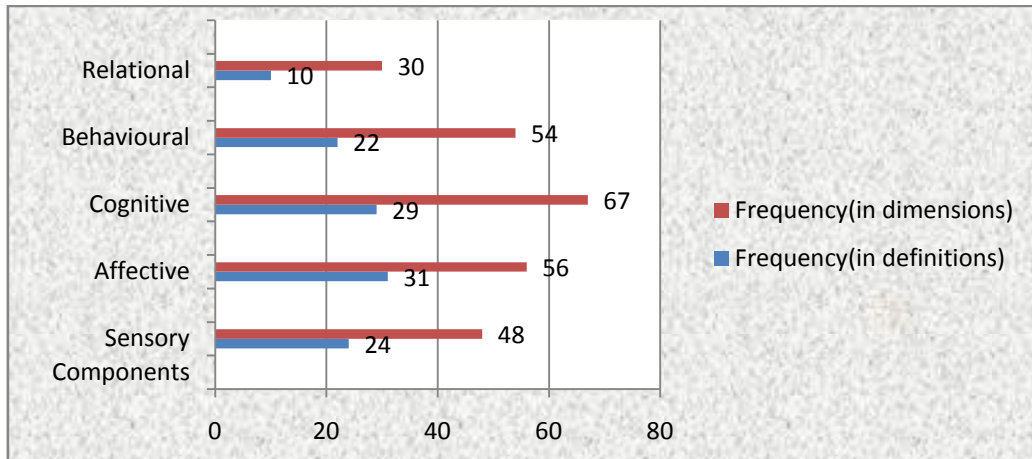
			Kotri (2011);Klaus and Maklan (2011); Ismail, R. (2011); Wong (2012); Garg et al. (2012); Klaus and Maklan (2012)
<i>Cognitive</i>	<i>Cognitive/ Think/ Intellectual/ Functional/ Educational/ Flow/ Stimulation/ Comfort</i>	Csikszentmihalyi (1990); Carbone and Haeckel (1994); Padgett and Allen (1997); Carlson (1997); O’Sullivan and Spangler (1998); Schmitt(1999a); Bergmann (1999); Gupta and Vajic (2000); McLellan (2000); Haeckel, Carbone and Berry (2003); Mossberg (2007); Ahmed, Rageh (2009); Sundbo, J. and Hagedorn-Rasmussen, P. (2008);Shaw and Ivens (2002); Hume et al. (2006); Sandstrom et al. (2008); Ray (2008); Sundbo, J. and Hagedorn-Rasmussen, P. (2008); Lashley (2008);Ahmed, Rageh (2009); Wiley (2009); Ahmed, Rageh (2009)	Holbrook (1984); Fournier (1991); O’Sullivan (1998); McIntosh (1999); Schmitt (1999); Goulding (2000); Brakus (2001);Sun (2002); Dube and Le Bel (2003); Stadlmayr et al. (2004); Poulsson and Kale (2004); Hansen et al (2005); Arnolda et. al. (2005); Jordan L. Le Bel (2005); Tsai (2005); Rahman (2006); Berry et al. (2006); Mizrahi et al. (2006); Williams (2006); Ralston et al. (2007); Oh et al. (2007); Gentile et al. (2007); Naylor et. al (2008); Jeong et al. (2008); Mahfouz et al. (2008); Ek et al. (2008); Lee et al. (2008); Smidt-Jensen et al. (2009); Verhoef et al. (2009); Yu and Fang (2009); Hosany and Witham (2009); Sundbo (2009); Brakus et al. (2009); Sundbo (2009); Zhang et al. (2009); Sheu et al. (2009); Lin et al. (2009); Chan (2009); Jain and Bagdare (2009); Ute Walter (2010); Kim et al. (2010); Ferguson et al. (2010); Walls et al. (2010); Zarantonello and Schmitt (2010); Jing (Bill) Xu & Andrew Chan (2010); Su (2011); Kotri (2011);Bouchet et. al. (2011); Ding et. al. (2011); Lemke et. al. (2011); Chih-Ching Teng (2011); Klaus and Maklan (2011); Ahmed (2011); Kim et al. (2012); Kruger & Saayman (2012); Kim (2012); Garg et al. (2012); Olsson (2012)
<i>Behavioural</i>	<i>Physical experiences/ behaviours/life style/Act/ Escapist/ Physical presence</i>	Holbrook and Hirschman (1982); Padgett and Allen (1997); Tseng et al (1999); Schmitt (1999a); Seybold (2002); Seybold (2002); Shaw and Ivens (2002);Johnston and Clark (2005); Johnston and Clark (2005); Oh et	Unger and Kernan (1983); Holbrook (1984); Fournier (1991); Tucker (1991); Jones (1999); Schmitt (1999); Goulding (2000); Brakus (2001); Stadlmayr et al. (2004); Poulsson and Kale (2004); Hansen et al (2005); Arnolda et. al. (2005); Mascarenhas et al. (2006); Williams (2006); Berry et al.

		al., 2007; Schmitt(1999a); Johnston and Clark (2005); Verhoef et al. (2009); Walter, Edvardsson and Öström, (2010); Klaus and Maklan (2011)	(2006); Rahman (2006); Mizrahi et al. (2006); Gentile et al. (2007); Oh et al. (2007); Ralston et al. (2007); Ek et al. (2008); Mahfouz et al. (2008); Nagasawa (2008); Jeong et al. (2008); Lin et al. (2009); Lee et al. (2008); Verhoef (2009); Smidt-Jensen et al. (2009); Sheu et al. (2009); Brakus et al. (2009); Jing and Chan (2010); Chang & Shun-Ching Horng (2010); Kim et al. (2010); Kotri (2011); Lemke et. al. (2011); Chih-Ching Teng (2011);Su (2011); Brocato et al. (2012); Wong (2012); Kruger & Saayman (2012); Garg et al. (2012); Wang (2012)
<i>Relational</i>	<i>Relational/ Social/ Relate/ Collaborative/ Psycho-social/ Interactive/Socially engaged/other customer</i>	Schmitt (1999a); Gupta and Vajic (2000); Johnston and Clark (2005); Schmitt(1999a); Brakus, Schmitt and Zarantonello (2009); Walter, Edvardsson and Öström, (2010); Addis and Holbrook (2001)	Otto and Ritchie (1996); O’Sullivan (1998); Schmitt (1999); Goulding (2000); Brakus (2001); Dube and Le Bel (2003); Deirdre O’Loughlin (2004); Tsai (2005); Hansen et al (2005); Jordan L. Le Bel (2005); Holbrook (2007); Lee et al. (2008); Zhang et al. (2009); Sheu et al. (2009); Verhoef (2009);Chang & Shun-Ching Horng (2010); Su (2011); Ferguson et al. (2010); Ute Walter (2010); Kotri (2011); Klaus and Maklan (2011); Brocato et al. (2012); Garg et al. (2012)

Prepared with the help of Garg et al., 2011

This frequency figure 1 of components has been prepared with the help of above-given Table I and Table II. This analysis clearly shows that cognitive has more literature support and affective dimension comes on the second place. It means these two dimension have key role in creating the customer experience. In the definitions, again cognitive and affective dimensions are heading other dimensions. Finally, an analysis shows that there are five key dimensions, which capture services experience of the customer in general.

**Figure I: Frequencies of Components in Table 1 and Table 2**

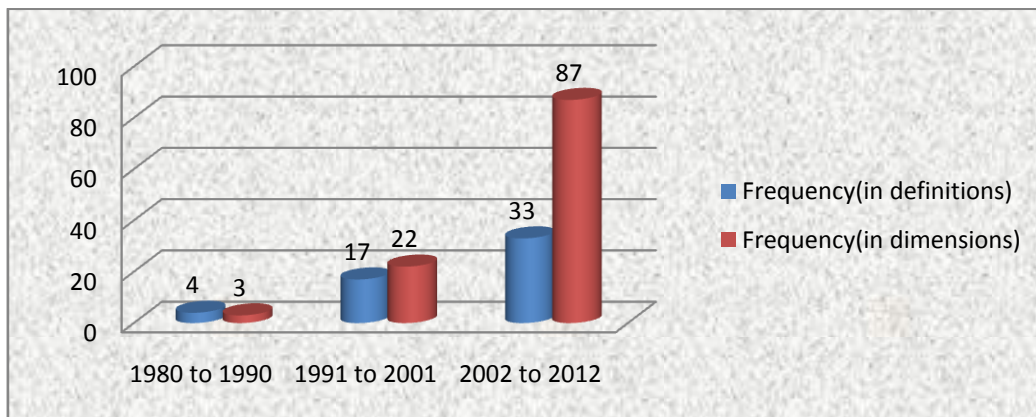


**Period of publication- spread of research studies**

The following distribution was found in customer service experience studies. Three phases of the publications have been selected:

- Stage 1 1980 - 1990
- Stage 2 1991 - 2001
- Stage 3 2002 - 2012

**Figure II: Phase-wise distribution of studies in Table 1 and Table 2**



The above result reveals that this area is continuously growing very fast. In the first face, the same number of definitions and dimension-based studies are present in the existing studies. In the second phase, rapid growth is seen in the literature. Same growth was also seen in the third phase. Above figure clearly shows that researchers/practitioners have considered this area as a key area in services marketing sector and continuously working for the betterment of the customers.

**Application area-wise distribution of dimension based research studies**

Application area-wise distribution of dimension based studies show that highest number of journals published (23 percent) related to general areas. After that, leisure/ sport comes on the second highest with 16.81 percent of total articles published during the selected period. Hotels and restaurants come on third place 15.92 percent of the contribution. Researchers

categorized articles into 20 areas and all areas contribution towards publication is shown in Table IV. This analysis also shows that this concept of customer service experience is being spread in all sectors.

**Table IV: Application area-wise distribution of dimension based research studies**

<i>Application area</i>	1980 to 1990	1991 to 2001	2002 to 2012	<i>Total</i>	<i>Contribution (%)</i>
Museum	0	2	1	3	2.65
Leisure/ Sport	2	2	15	19	16.81
Police	0	0	1	1	0.88
Library	0	1	0	1	0.88
Hotels and restaurants	0	1	17	18	15.92
Tourism	0	3	8	11	9.73
Banks/financial services	0	1	6	7	6.19
Online	0	1	10	11	9.73
Arts	0	0	1	1	0.88
Healthcare	0	1	3	4	3.53
Retail	0	2	7	9	7.96
General	1	8	17	26	23.00
<i>Travel</i>	0	0	2	2	1.76
<i>Wine Industry</i>	0	0	1	1	0.88
Total	3	22	88	113	
Coverage (%)	2.65	19.46	77.87		100

### **Theoretical foundation of customer service experience**

It is very clear with the help of above analysis that most important components of customer service experience are cognitive, sensory, emotional, relational, behavioral experience and most mentioned consequence of customer service experience in the literature is customer satisfaction (Garg et al., 2011). We have noted following points looking to above table. This research is focused on analyzing and understanding the customer service experience from literature perspective. This research considers customer service experience as a strategic marketing tool to measure customer's experience of services. This is helpful in finding the present status of CSE phenomenon.

### **Concluding Remarks**

Researchers and practitioners are constantly exploring this area to understand consumer responses and consumer choice-making process. It was helpful to analyze the construct of customer service experience with the help of existing studies of customer service experience. During the analysis of the definitions of customer service experience, it was found that cognition and emotional experiences have great importance in forming experience.

Organizations must work on these dimensions to create a memorable experience to their customers.

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