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DIGITAL TRANSFORMATION AND ITS RELATIONSHIP WITH CUSTOMER EXPERIENCE: A COMPREHENSIVE REVIEW OF LITERATURE FROM 2006 TO 2020 FOR PARADIGM SHIFTS IN KNOWLEDGE AND THOUGHTS IN 4-WHEELER CAR SEGMENT

Ajim Shaikh ⁽¹⁾ Prakash Wagh ⁽²⁾

⁽¹⁾ Assistant Professor And Guide, MIT-ADT University, Loni Kalbhor, Maharashtra, India.

⁽²⁾ Research Scholar, MIT-ADT University, Loni Kalbhor, Maharashtra, India.

Abstract

Digital transformation and its relationship & impact of front end (Customer), especially on customer experience and customer satisfaction has been a focus of study for last three decades. What has started purely as a "After sales service" initially changed to service dominant logic, Customer relationship management and customer experience with evolution in thoughts accompanied by deep leaps in digital technology from computers of 1960's to totally digital world of today. The changes in digital technology helped the "Front end -Customer side" to be in sync with the demands of the customers and paradigm shift in the customer service thoughts, knowledge, and practice. This review of literature is based on relationship between digital transformation and customer experience from 2006 to 2020 period, which saw a further dramatic change. Going hand in glove with each other digital transformation and customer experience has contributed to paradigm shift both internally & externally for business and end customers. While period of 1990 to 2000 can be called as initiation period, 2000 to 2005 is attributed to "Growth and adoption" of digital platforms into the customer facing processes. Era from 2006 to 2010 can be termed as a "stabilization era" while 2011 to 2020 with new technology started "Explosion era" in customer experience space with technologies like virtual and augmented reality.

Author Keywords

Digital transformation, Customer Satisfaction, Service dominant logic, customer experience

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