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A Study on Customer Experience Management in The Digital Age at Savantec Automation.

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ABSTRACT

This study explores the role of Customer Experience Management (CEM) in the digital era, focusing on how emerging technologies are reshaping customer interactions. As consumer expectations shift toward personalization, speed, and convenience, businesses are leveraging tools like Artificial Intelligence, Big Data Analytics, chatbots, and omnichannel communication to deliver seamless, real-time, and predictive support. Through a mix of primary and secondary data, the study examines both customer and industry perspectives, revealing that digital transformation is a key driver of customer satisfaction and brand loyalty. Successful case studies highlight how data-driven strategies can enhance engagement and long-term performance. However, challenges such as data privacy, cybersecurity, and the need for a human touch remain critical. The study recommends a balanced approach that combines technology with empathy, encouraging businesses to invest in analytics, AI-powered systems, and a customer-centric culture to remain competitive.

Keywords: Customer Experience Management, Artificial Intelligence, Big Data, Personalization, Omnichannel, Digital Transformation.

INTRODUCTION:

In today's fast-evolving digital environment, Customer Experience Management (CXM) has become essential for businesses aiming to improve customer satisfaction, build loyalty, and achieve long-term success. The widespread adoption of digital technologies is transforming how companies interact with customers, pushing organizations toward more customer-centric strategies. Savantec Automation, a key player in the industrial automation sector, is proactively embracing digital transformation to enhance its CXM initiatives and maintain a competitive edge.

With technologies like artificial intelligence, big data analytics, and automation, customer service is shifting from traditional models to intelligent, real-time support systems. Savantec leverages these tools to deliver faster responses, predictive service alerts, and tailored solutions, thereby reducing downtime and boosting customer satisfaction. Its use of CRM platforms helps in analyzing customer data and delivering more personalized experiences.

OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:

To Study on Customer Experience Management in Digital Age at Savantec Automation Private Limited.

SECONDARY OBJECTIVES:

- To assess the efficiency of the company's digital customer support in resolving issues promptly.
- To analyze whether the company's digital platforms exceed customer expectations.
- To identify the key challenges that businesses face in delivering consistent customer experiences across digital channels.

REVIEW OF LITERATURE:

Pine & Gilmore (1999) - The Experience Economy,Pine and Gilmore introduced the concept of the "Experience Economy," where businesses must create memorable experiences to differentiate themselves.They emphasized that customers seek engaging and immersive interactions rather than just products or services.

Schmitt (2003) Experiential Marketing, Schmitt introduced "experiential marketing," a customer-centric approach focusing on sensory, emotional, cognitive, and relational engagement.Unlike traditional marketing, which emphasizes features and benefits, experiential marketing builds emotional connections.

Lemon & Verhoef (2016) Customer Experience as a Multidimensional Construct,Lemon and Verhoef defined customer experience as a multidimensional construct influenced by cognitive, emotional, behavioral, and sensory responses.

Meyer & Schwager (2007) Defining Customer Experience,Meyer and Schwager described customer experience as the internal and subjective response to direct and indirect interactions with a company..

Gentile, Spiller, & Noci (2007) Six Dimensions of Customer Experience,This study proposed a six-component framework for customer experience: sensorial, emotional, cognitive, pragmatic, lifestyle, and relational.

RESEARCH METHODOLOGY:

This study adopts a mixed-methods research approach to comprehensively explore Customer Experience Management in the digital age, combining both quantitative and qualitative methods to gain rich, data-driven insights.

RESEARCH DESIGN:

This study follows a descriptive research design, aiming to assess customer experience management in Savantec Automation's digital platforms. It focuses on understanding user satisfaction, ease of navigation, security perceptions, and overall digital experience. The research employs a quantitative approach, using structured surveys to collect measurable data from customers.

SAMPLING TECHNIQUE

The type of sampling can be either probability sampling or non-probability sampling. The suitable technique applicable for this study is Non-probability sampling and the sampling design being used here is **Simple Random Sampling**

SAMPLE SIZE:

The sample size for this study is 105 respondents, selected using purposive sampling. This sample includes individuals who have direct experience with digital customer experience management, ensuring relevant and insightful data collection.

ANALYTICAL TOOLS :

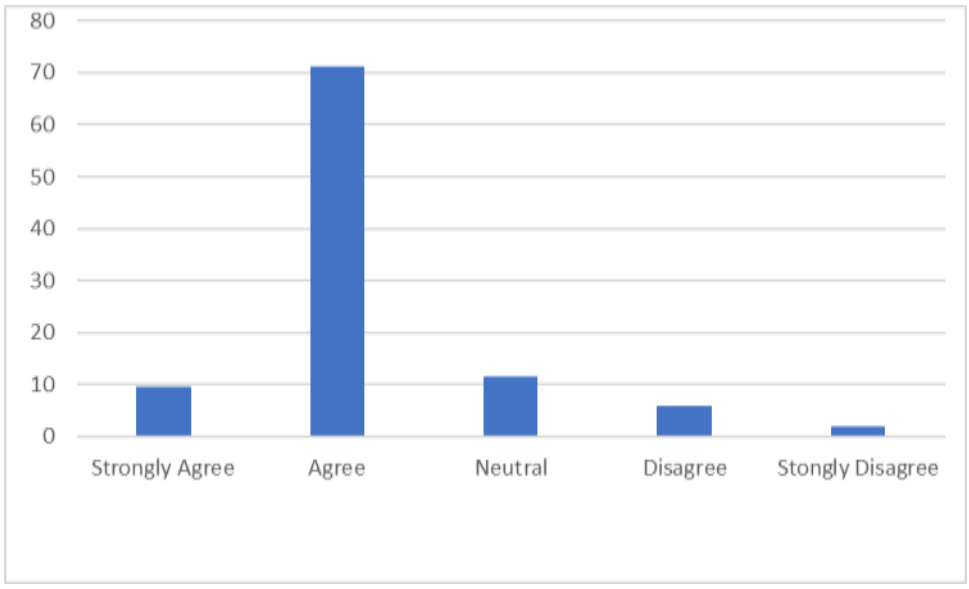
- PERCENTAGE ANALYSIS
- ANOVA
- CORRELATION
- REGRESSION

OVERALL SEAMLESS AND EFFICIENT DIGITAL EXPERIENCE

CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
Strongly Agree	10	9.6%
Agree	74	71.2%
Neutral	13	11.5%
Disagree	6	5.8%
Strongly Disagree	2	1.9%
TOTAL	105	100

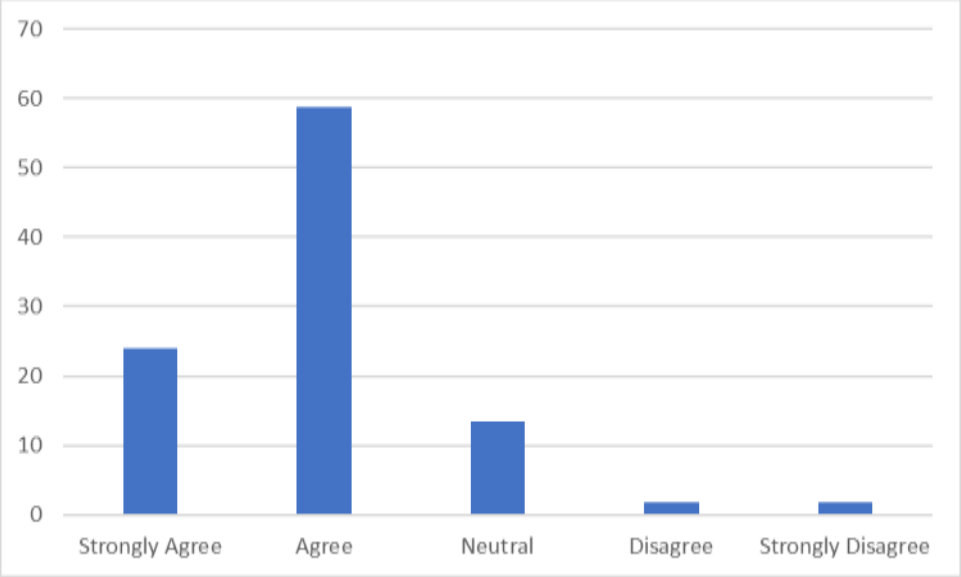
INTERPRETATION: -

71.2% agree, and 9.6% strongly agree that their experience is smooth.



ADOPTION OF NEW TECHNOLOGIES

CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
Strongly Agree	25	24.0%
Agree	62	58.7%
Neutral	14	13.5%
Disagree	2	1.9%
Strongly Disagree	2	1.9%
TOTAL	105	100



INTERPRETATION: -

58.7% agree and 24% strongly agree that the company keeps up with new technologies.

ANOVA
STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0): There is no significant difference in overall digital experience satisfaction across different levels of digital platform usage frequency.
Alternative Hypothesis (H_1): There is a significant difference in overall digital experience satisfaction based on how often customers use digital platforms.

SHOWING DESCRIPTIVE OF OVERALL DIGITAL EXPERIENCE & DIGTIAL PLATFORMS

Descriptive								
Are the overall digital experiences provided by the company seamless and efficient?								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Strongly Agree	25	2.200	.8660	.1732	1.843	2.557	1.0	4.0
Agree	14	2.357	1.1507	.3075	1.693	3.022	1.0	5.0

Neutral	32	2.000	.3651	.0656	1.866	2.134	1.0	3.0
Disagree	4	3.000	.8165	.4082	1.701	4.299	2.0	4.0
Strongly Disagree	30	2.200	.7144	.1304	1.933	2.467	1.0	5.0
Total	105	2.192	.7642	.0749	2.044	2.341	1.0	5.0

SHOWING ANOVA OF THE RESPONDENTS BETWEEN OVERALL DIGITAL EXPERIENCE & DIGTIAL PLATFORMS

ANOVA					
Are the overall digital experiences provided by the company seamless and efficient?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.140	4	1.035	1.829	.129
Within Groups	56.014	99	.566		
Total	60.154	103			

OVERALL DIGITAL EXPERIENCE & DIGTIAL PLATFORMS

Are the overall digital experiences provided by the company seamless and efficient?			
Duncan [a, b]			
How often do you use the company's digital platforms? (Websites, App, etc.)	N	Subset for alpha = 0.05	
		1	2
3.0	31	2.000	
1.0	25	2.200	
5.0	30	2.200	
2.0	14	2.357	
4.0	4		3.000
Sig.		.302	1.000
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 11.709.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

INFERENCE: -

ANOVA results show no significant difference in satisfaction based on digital platform usage frequency ($p = 0.129$). The Duncan test confirms users' satisfaction levels remain consistent across usage groups.

CORRELATION

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0): There is no significant relationship between the adoption of new technologies and the overall digital experience provided by the company.

Alternative Hypothesis (H_1): There is a significant relationship between the adoption of new technologies and the overall digital experience provided by the company.

CORRELATION

		Are the overall digital experiences provided by the company seamless and efficient?	Does the company keep up with new technologies to improve the customer experience?
Are the overall digital experiences provided by the company seamless and efficient?	Pearson Correlation	1	.467**
	Sig. (2-tailed)		.000
	N	104	104
Does the company keep up with new technologies to improve the customer experience?	Pearson Correlation	.467**	1
	Sig. (2-tailed)	.000	
	N	104	104
**. Correlation is significant at the 0.01 level (2-tailed).			

INFERENCE: -

The Pearson correlation (r = 0.467, p = 0.000) shows a moderate, statistically significant positive relationship between new technology adoption and overall digital experience. Thus, H_0 is rejected in favor of H_1.

4.4 REGRESSION ANALYSIS

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0): There is no significant relationship between the adoption of new technologies and the overall digital experience provided by the company.

Alternative Hypothesis (H_1): There is a significant relationship between the adoption of new technologies and the overall digital experience provided by the company.

ANOVA OF REGRESSION

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.113	1	13.113	28.432	.000[b]
	Residual	47.041	102	.461		
	Total	60.154	103			
a. Dependent Variable: Are the overall digital experiences provided by the company seamless and efficient?						

b. Predictors: (Constant), Does the company keep up with new technologies to improve the customer experience?

REGRESSION FINAL ANSWER

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
(Constant)	1.298	.180		7.196	.000	.940	1.656
Does the company keep up with new technologies to improve the customer experience?	.449	.084	.467	5.332	.000	.282	.616
a. Dependent Variable: Are the overall digital experiences provided by the company seamless and efficient?							

INFERENCE: -

The regression results show a significant positive impact of technology adoption on customer experience ($p < 0.05$, positive Beta). Hence, H_0 is rejected, though other factors like support and usability may also play a role.

FINDINGS:

Digital Innovation: 80.8% agree that the company regularly introduces new digital features.

Overall Experience: 9.6% strongly agree and 71.2% agree that their digital experience is seamless and efficient, with 81.7% feeling the platforms exceed expectation.

Adoption of New Technologies: 24% strongly agree and 58.7% agree that the company keeps up with new technologies.

SUGGESTIONS:

- Invest in Emerging Technologies – Continuously adopt AI, automation, and cloud computing to enhance customer experience.
- Ensure Seamless Omnichannel Integration – Maintain a consistent and smooth transition across websites, mobile apps, and social media platforms.
- Enhance Personalization – Use customer data analytics to offer tailored experiences and recommendations.
- Ensure Cross-Platform Synchronization – Enable data consistency and seamless transitions when customers switch between devices.

CONCLUSION:

In the digital era, Customer Experience Management (CEM) is a key driver of competitive advantage. Businesses must adopt personalized, omnichannel strategies and leverage technologies like AI, automation, and predictive analytics to meet evolving customer expectations. While digital tools enhance efficiency, integrating human touchpoints ensures emotional engagement and trust. Agility and a customer-centric mindset are essential as digital transformation continues. Investing in strong CEM strategies not only boosts loyalty but also supports long-term growth. Future exploration of emerging technologies like blockchain and extended reality can further elevate customer experiences. Companies prioritizing CEM will be better positioned to succeed in a dynamic market.

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