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RETAIL CUSTOMER EXPERIENCE - AN INDIAN CONTEXT



Scholars' Press. Paperback. Condition: New. 164 pages. Dimensions: 8.7in. x 5.9in. x 0.4in. Modern retailing is turning experiential for making the customers feel good. There is a paradigm shift from providing goods and services to creating and delivering a unique, superior, memorable and pleasurable experience to the retail customers. In the present era, customer experience has emerged as the key for differentiation and competitive advantage. Built around personalized and customized services, retailers are integrating cognitive and emotional clues for crafting joyful...

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