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**Customer Experience Quality: Preliminary Inquiry Using  
Repertory Grid Technique.**

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## **Customer Experience Quality: Preliminary Inquiry Using Repertory Grid Technique**

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### **Purpose**

Customer experience is a complex phenomenon, the boundaries of which are not yet clearly defined in either the academic literature or managerial practice. There is a dangerous tendency to simplify the assessment of customer experience quality by the proxy of customer satisfaction and service quality scales. This study explores the concept of customer experience from the customers' perspective. We point out that the extant measurement tools of customer experience quality do not cover all facets of this phenomenon.

### **Methodology**

As a first step towards developing a scale to assess customer experience quality, a preliminary qualitative study was conducted using an open-ended questionnaire and the repertory grid interviewing technique.

### **Findings**

The preliminary findings demonstrate that the customers' assessment of the quality of their experience goes beyond constructs under company's control and goes beyond the extant measurement tools. It is, therefore, critical to explore the elements of good and bad experience from the customer's perspective, taking a step away from the company's focus on clearly assessable key performance indicators.

### **Value**

This study presents an exploratory step in the direction of designing a scale to assess holistic customer experience quality, which will allow both academics and practitioners to assess it over multiple touch points. The present study answers the calls for investigations focusing on enhancing customers' experience made by both individuals and organisations.

**Keywords:** Customer experience; customer experience quality; retail.