

## **The Role of Digital Experience on Customer Engagement**

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## Abstract

This empirical study investigates two core questions: what is the relationship between Digital Experience, Interpersonal Experience, Total Customer Experience, their impact on Future Customer Engagement and what moderates this relationship. In business-to-business professional services companies where experiences are typically served by people, digital experiences served via a range of channels have become commonplace. In a study of 171 employees at customer organizations of a global financial services company, we explore the predictive roles of Digital and Interpersonal Experiences in shaping Total Customer Experience and Future Customer Engagement, including the influence of a key moderator. Our findings indicate that both Digital and Interpersonal Experiences significantly predict Total Customer Experience. Further, Total Customer Experience partially mediates the effect of Digital Experience and fully mediates the effect of Interpersonal Experience on Future Customer Engagement. We also find digital activity level to be a negative moderator where the relationship is strengthened when activity level is low. These results advance theoretical understanding of the link between customer experience and engagement and offer practical insights for managers focused on enhancing customer experience to drive engagement through customer lifetime value, customer influence value and customer knowledge value.

## Keywords

Customer Experience, Customer Engagement, Digital Experience, Interpersonal Experience, Value Co-Creation, Business-to-Business

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