

Chapter 8

I Am Here to Stay: Customer and Employee Engagement in an M-Commerce World

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ABSTRACT

The advent of m-commerce has contributed significantly to the evolution of the digital media environment. Today, almost everything (i.e., the exchange of goods, services, payments, and access of information) is growing fast via electronic media. The purpose of this chapter is to find the relationship between the customers and employees engaged in the m-commerce world. For doing this, researchers did a systematic review of the literature and found that if the digital companies provide a good quality of services to their employees and customers, they both engaged in the m-commerce world. As the digital world has a two-way communication mode, companies should work upon different types of strategies (i.e., to provide a better platform to their current offerings and should incorporate the valuable customers and employee feedback for improving the image of their offerings). There are several techniques that help the companies to engage their customers like gamification and artificial intelligence.

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INTRODUCTION

As we know, technology is changing more rapidly in this digital era and being the king customers' expectations from the companies are shaping this incremental technical transformation. In today's digital era e-commerce companies are trying their best to tap on these expectations earlier as well as better than their competitors to gain competitive advantage and utilize the same for their success. Here, customer engagement indicates the deliberate efforts of the firms to inspire, motivate, empower, and measure the customers' contribution to marketing functions and marks a shift in marketing research and business practices (Harmeling, Moffett, Arnold & Carlson, 2017). Whereas, employee engagement is an uplifting frame of mind held by the representative (employee) towards the association. A company representative knows about business setting, and works with colleagues to improve execution inside the activity to support the association. The association must work to create and support commitment, which requires a two-path connection among business and worker (Robinson et al., 2004).

With the advent of new technologies and faster data rates on the internet, ecommerce platformers are making considerable efforts in augmenting the 4ps (product, place, price and promotion) to engage customers and give them an overall good experience. If a company is not paying attention to its website, or not responding to its customers' questions, that company will not survive in this digital era. Today if customers have had a bad experience from any of the e-commerce website, they immediately stop using the same. Some may instantly post a negative review (this can greatly influence the buying decision of a potential customer) and will never ever recommend to his/her circle, which will hamper the image of brand in the market. Cut-throat competition in this industry is at such a level where margin for errors are very less. Today, customers' reviews are considered as a guide/suggestion by the potential customers to decide whether to finally buy a product or not.

The wireless world has been experiencing tremendous growth. We have seen the various advancements in network generations, network service qualities, growing availability of wireless applications and the emergence of wireless hand-held devices such as PDAs, Smart Phones, etc. These devices are becoming part of our daily lives today (Liu & Chlamtac, 2004). Today, smartphones are the most prominent medium for reaching to the customers and it needs to be woven throughout the entire digital shopping journey to deliver that flawless experience to customers. Companies leading the retail pack such as Amazon, Wal-Mart, Snapdeal, Myntra and Alibaba etc., are taking advantage of new technology. All these new innovations in e-industry attract the customers to engage in M-commerce world. To cater and provide the best user experience to the mobile customers, companies must have to

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