

## **CUSTOMER EXPERIENCE DECOMPOSITION: A CONCEPTUAL FRAMEWORK**

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### **ABSTRACT**

The role of the individual customer in the development of the customer experience continues to expand through individual empowerment via technology. As a result, total customer experience is decomposing into *customer-initiated* and *firm-initiated* experience. The combination of increased customer empowerment and a more individualized consumption orientation interact to create customer-initiated experience. The authors propose that the increasing proportion of customer-initiated experience in the total customer experience enhances the functional component but dilutes the non-functional component of perceived value. This differential effect induces ambivalence toward services, resulting in a decrease in customer loyalty.