# Customer Experience and its Impact on Customer's Loyalty: with Special Reference to the E-Commerce Sector

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The customer experience (CX) has become more important than ever before as our society faces an uncertain and unexpected global catastrophe. Covid-19 global pandemic in the year 2020 has forced many businesses to enter the e-commerce market. Furthermore, it is creating stronger competition among the online sellers. Simultaneously, it is making it even more challenging to keep customers' loyalty toward the brands. In such circumstances, meeting only the customer's needs is no longer enough. Companies that care about their customers' loyalty need to commit to constant learning about their customer's needs. Moreover, the businesses should act proactively towards the customers to exceed their demands, leaving them with a feeling of receiving more than what they expected. This study considers the Customer Experience as a series of tasks, projects, and companies' CX "(Customer Experience) department's commitment. Thus to create, engage, and satisfy customers is a journey with integrated, proactive actions. The author has prepared and conducts a computer-based survey to collect primary data from the active users of online shopping and online services within the e-commerce sector. The results of the survey show that pro-active activities which were undertaken by the companies have increased the customer's long-term commitment toward the brand. These attempts prove that the customers' loyalty depends on a larger scale on the experience they are faced with while coming across the brand.

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