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Post-Pandemic Customer Experience Trends in Bangladesh's Retail E-commerce Industry

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Abstract

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This thesis determines to investigate and analyse the post-Covid 19 pandemic customer experience trends in the e-commerce sector of Bangladesh. The objective of this study is to comprehend the alterations in customer conduct and inclinations, and their influence on the management practices of customer experience. The study endeavours to ascertain the degree to which e-commerce enterprises have adjusted to the contemporary standards in customer experience administration and recognize the factors that impact their capacity to do so. Ultimately, the thesis intends to provide recommendations for improving customer experience management strategies to enhance customer satisfaction and loyalty. Additionally, it seeks to examine the role of customer experience management in shaping these effects. Offer suggestions for augmenting customer experience management tactics to enhance consumer satisfaction and their loyalty. The study has opted for a qualitative research approach, utilizing semi-structured interviews, to investigate the customer experience within the e-commerce industry of Bangladesh amidst the COVID-19 pandemic. The findings of the study suggest that the outbreak of COVID-19 has exerted a noteworthy influence on the purchasing patterns and inclinations of consumers in the e-commerce industry of Bangladesh. This has resulted in a transition towards online shopping as a more secure and expedient alternative. E-commerce enterprises have had to modify their customer experience management strategies in response to evolving customer demands, including the provision of tailored communication and dependable service. Effective management of customer experience has been identified as a perilous factor in preserving customer contentment and allegiance.

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1 Introduction

1.1 Background of the research

The global outbreak of COVID-19 has resulted in a substantial influence on diverse industries across the globe, encompassing the retail and e-commerce domains. The retail industry is vital to the global economy, serving as a key driver of employment and economic expansion. The term "retail e-commerce industry" refers to the sector of the economy that covers electronic transactions carried out through the internet between businesses and customers, involving the buying and selling of products and services. These transactions can take place in a variety of settings, including mobile devices, personal computers, and public networks. It involves online retail platforms, websites, and applications that support the exchange of products and services. This provides customers with the ability to make purchases from the convenience of their own personal computers, smartphones, or other internet-connected devices (Chaffey et al., 2019). The expeditious adoption of rigorous lockdown protocols by governing bodies, coupled with strict observance of social distancing regulations, resulted in a rapid alteration of consumer conduct. The emergence of the epidemic has resulted in a notable surge in internet-based retail, consequently accelerating the growth of electronic commerce platforms. An observable shift in consumer behaviour has been witnessed in Bangladesh and other countries, wherein a growing number of individuals are resorting to online marketplaces to fulfil their buying needs. The tendency for online shopping has increased because of problems with physical mobility and a desire for social isolation. Physical mobility problems and a desire for social isolation are only two of the many reasons why online shopping has become more popular. Global e-commerce sales, which were $3.53 trillion in 2020, are expected to reach $6.54 trillion by 2023, according to Statista (2021). Additionally, the number of online shoppers increased by almost 10% in 2020 compared to the previous year, with mobile devices accounting for the majority of the growth (Statista, 2021). The COVID-19 epidemic has significantly increased remote employment, which has further fuelled the expansion of online shopping since people have less physical mobility and more time to purchase online. This is another factor in the increase. In parallel, there has been an increase in demand for delivery services, with delivery volume rising by 30% in 2020 over the previous year (Statista, 2021). The desire for social isolation has also caused many consumers to switch their shopping preferences to online stores, which has resulted in a sharp rise in online grocery sales. According to a survey released by the Bangladesh Association of Software and Information Services (BASIS)

and Ernst & Young (EY), Bangladesh's e-commerce business is expected to reach a value of $1.6 billion by 2020 (Islam, 2019). A further prediction made in another study is that the market will more than double in size by 2026 and achieve a valuation of $3.5 billion (Karim, 2022).

This study will focus on how Bangladesh's e-commerce market has grown even faster as a result of the COVID-19 pandemic, with more people choosing to shop online as a result of lock-down regulations and social segregation policies. The COVID-19 pandemic has expedited the expansion of Bangladesh's e-commerce sector, which is expanding quickly overall. For scholars and professionals interested in the e-commerce business, Bangladesh's market is still a crucial topic of research, even though it may not be as huge as the worldwide market. The persistence of these tendencies in Bangladesh's e-commerce market has to be empirically investigated in order to understand the industry's future. The significance of customer experience management in influencing consumer views and behaviours has been shown in earlier studies, which helps to put the study's findings into context.

1.2 Research Objective

The main aim of the study is to ascertain the persistence of COVID-19 pandemic-era behaviour and the impact they had on consumer experiences after the outbreak. The research objective aims to delve into various aspects of the e-commerce industry in Bangladesh and its response to the COVID-19 pandemic, including consumer behaviour, customer experience management, technological advancements, logistics, market growth, and the experiences of small and medium-sized firms.

1.3 Problem Statement

E-commerce in Bangladesh has expanded greatly in the wake of the COVID-19 pandemic. However, several obstacles have faced online retailers as a result of this expansion. Efficiently managing the customer experience, integrating and leveraging diverse technologies, improving logistics and supply chain operations, and meeting the unique demands of small and medium-sized enterprises (SMEs) are all obstacles that must be surmounted in the e-commerce ecosystem (Rahman, 2023). Bangladesh’s industry of e-commerce needs to acknowledge and address the aforementioned problems if it wants to maintain growth and meet the needs of its customer base. The

aforementioned problem statement emphasises the need for improved customer experience management, technological integration, logistics optimisation, and help to small and medium-sized firms within the Bangladeshi e-commerce sector. In the wake of the pandemic, it is critical to address these concerns in order to maintain competitiveness, adjust to changing client preferences, and encourage continuous expansion. In this context, it is suggested that the following research questions be investigated in order to determine how the COVID-19 pandemic has impacted Bangladesh's e-commerce industry and how customer experience management procedures have changed in response to the shifting needs and expectations of consumers.

1. How have COVID-19-related changes in consumer behaviour and preferences affected customer experience management techniques in Bangladesh's e-commerce industry?
2. How have e-commerce companies in Bangladesh responded to the new circumstances brought on by the COVID-19 pandemic, and what are the underlying variables that have influenced this response?
3. How has the COVID-19 pandemic affected consumer happiness and loyalty in Bangladesh's e-commerce business, and what role has customer experience management played?

1.4 Scope of the Study

According to, Annamari (2022) Changes in consumer behaviour and preferences have been particularly noticeable in the retail e-commerce industry in Bangladesh since the post-pandemic. In order to adjust to these shifts, e-commerce industries must learn more about their customers' journeys and pinpoint the key touchpoints that define their customers' experiences. In order to better understand the post-pandemic customer experience environment of Bangladesh's retail e-commerce sector, this section will probe the beginnings and endings of customer journeys and analyse the touchpoints that are essential.

- Customer journeys in the retail e-commerce industry: According to, Tuomaala (n.d.) typical customer journeys in the retail e-commerce industry consist of several steps, from the consumer becoming aware of a product or brand to the consumer making a purchase and interacting with the company after the transaction has been made. Consumer experiences are more nuanced and tech-focused in the aftermath of a pandemic. Consumers

are interacting with e-commerce platforms in many different ways. These include browsing websites, using social media, using mobile apps, and shopping in online marketplaces (Tuomaala, n.d.).

According to studies conducted by Lemon and Verhoef (2016) the typical e-commerce customer's journey begins with an online search for relevant products, followed by browsing and comparison shopping. Attracting consumers and making a good first impression is both dependent on this initial stage. On the other side, once a consumer has completed their journey, they are free to provide feedback in the form of reviews and ratings (Lemon & Verhoef, 2016).

- Post-pandemic customer experience touchpoints that matter the most: Customer service begins and ends with the website's or app's usability and performance. For success in e-commerce, a number of factors must be guaranteed (Lemon & Verhoef, 2016). A simple, straightforward interface, quick page loads, clear menus, and specific product suggestions tailored to each individual customer. A user's overall impression of a company can be improved by the quality of its website or mobile app in terms of user engagement, usability, and smoothness of navigation (Lemon & Verhoef, 2016).
- Communication and assistance for customers: Providing excellent service to customers at every stage of their journey is crucial. This involves delivering timely responses to questions, addressing problems, and helping out. Real-time communication using chatbots, live chat, and social media platforms can increase customer satisfaction (Jamil et al., 2022).
- Checkout and payment procedures: The whole buying and paying procedure need to be simple, safe, and quick. Cart abandonment rates can be lowered by providing customers with streamlined payment alternatives, multiple payment channels, and clear pricing (Miah et al., 2022).
- Shipping and handling: Delivering on time and as promised is a pivotal step in the customer experience. Customers are more likely to return if they are able to easily modify their delivery preferences and their orders are tracked accurately and updated regularly (Krishnamoorthy & Sandhiya M, 2020).

In Bangladesh's retail e-commerce sector, customer journeys begin with brand recognition and end with a completed purchase. There are several touchpoints along this journey where the consumer experience can be altered dramatically. Consumer happiness and loyalty can be increased

by smart website/app design, prompt and helpful customer service, a streamlined purchasing procedure, and dependable product delivery and completion. For e-commerce enterprises in Bangladesh to prosper and fulfil the changing expectations of their clients, it will be essential for them to understand and optimise these touchpoints in the post-pandemic scenario.

2 Literature Review

Businesses across the globe have been affected by the COVID-19 pandemic, and many sectors are now confronting difficulties never before seen. Due to altered consumer behaviour and expectations, the pandemic has also had an effect on Bangladesh's retail e-commerce sector. Retailers have adopted new trends to improve customer experience in order to adapt to the new standard, including online customer support, digital payment methods, delivery and pick-up alternatives, and customisation, according to the opinion of (Karim & Qi, 2018). The COVID-19 epidemic has had a huge impact on the retail e-commerce sector globally, causing businesses to quickly adjust to shifting consumer preferences and behaviours. The pandemic has accelerated the transition to online shopping, increasing the need for a variety of digital payment methods, additional delivery and pick-up choices, and customized customer service. Customers prefer shopping online due to its convenience and safety, and this has boosted the demand for technologically advanced solutions and personalized experiences within e-commerce platforms (Dwivedi et al. 2020; Sheth 2020). Prior to the pandemic, convenience and cost were the main factors influencing consumer behaviour and preferences in Bangladesh's e-commerce market (Islam et al., 2023). However, customers' safety concerns have escalated since the pandemic began, which has increased demand for contactless payment and delivery choices. Prior to the pandemic, convenience and price were the two main factors influencing consumer behaviour in Bangladesh's e-commerce market. Customers were therefore more focused on getting things fast and at the lowest price. However, as the pandemic spread, consumers' concerns shifted to safety, which raised the demand for contactless payment and delivery options (Islam et al., 2023).

2.1 Customer Experience Management (CEM) in Bangladesh‘s E-commerce Industry during the Pandemic

Customer experience management, often known as CEM, is the practice of strategically managing all of a customer's interactions and touchpoints with a firm across their entire customer journey (Schwager, 2022). It takes consideration of a wide range of aspects, including usability, convenience, personalisation, responsiveness, and emotional connection, with the end goal of providing customers with a satisfying and unforgettable experience (Verhoef et al., 2009). The pandemic's effects on customer loyalty and satisfaction in Bangladesh's e-commerce industry have been

mixed; some customers report higher levels of satisfaction because online shopping is convenient and secure, while others have had problems with delayed deliveries and subpar customer service according to Chowdhury et al. (2022). In order to improve the overall experience, it entails studying the client journey, identifying pain points, and implementing improvement solutions. For enterprises, effective CEM has broad consequences. Businesses may increase customer loyalty, retention, and advocacy by providing a great customer experience, which boosts revenue and profitability (Fuca, 2021). Favourable interactions can also lead to favourable reviews and recommendations, which can draw in new clients and enhance a business's reputation.

On the other hand, Sahel et al. (2018) stated that e-commerce businesses in Bangladesh can apply best practices like delivering a seamless and personalised online shopping experience, utilising customer data to improve product recommendations and customer service, and investing in technology to improve delivery and payment systems to improve CEM in the post-pandemic era. Chowdhury et al. (2022) stated that by enhancing the user interface of their websites and mobile applications, e-commerce businesses may improve the client experience. By providing tailored product recommendations based on the customer's prior purchases and browsing behaviour, they may further personalize the buying experience. Due to the epidemic, buyers now spend more time buying online than they did before, making personalisation more crucial than it was before. E-commerce businesses can use customer data to obtain insights into client behaviour and preferences, which will help them make better product recommendations and customer care, according to the opinion of Sahel et al. (2018) they can provide more pertinent product recommendations and enhance customer service by studying this data. Due to the pandemic, customer demands and preferences have altered, making this more crucial in the post-pandemic age.

To provide a seamless and frictionless experience, e-commerce businesses might invest in technology to enhance delivery and payment systems, according to Chowdhury et al. (2022). For instance, they may provide more payment choices like mobile wallets and online banking, as well as real-time delivery tracking. Due to the demand for contactless delivery and payment choices, the concentration on technology has grown in comparison to pre-pandemic times. The COVID-19 pandemic has generally led to considerable modifications in CEM practices in the Bangladeshi e-commerce sector. Whether these changes persist will depend on some variables, including customer preferences and businesses' capacity to adjust to changing consumer needs.

Negative customer experiences can have catastrophic effects on a company, including a drop-in sales, an adverse reputation, and a loss of regular customers. Customers' trust and contentment can be eroded when they have bad experiences with an organization, leading them to shop elsewhere, provide unfavourable comments to others, and become less loyal to the brand as a result (Khan et al., 2020). To remain competitive in the market of today, it is vital for businesses to prioritise CEM and always look for methods to enhance the customer experience. Therefore, it is crucial that Bangladesh's e-commerce sector research the trends that are emerging in the new normal of CEM during COVID-19, such as increased online shopping, contactless delivery, a focus on health and safety, same-day delivery, personalization, and flexible return and refund policies. Customers now interact significantly differently with businesses, notably those in the e-commerce sector, as a result of the COVID-19 outbreak. The rise in popularity of online shopping has given rise to a completely new paradigm for CEM (*NRF | State of Retail*, n.d.). This National Retail Federation research in 2023 gives a general review of COVID-19's effects on the retail sector, particularly e-commerce. Wintermantel (2023) claimed that a new paradigm for CEM is emerging as a result of the rising popularity of online shopping by offering insightful information and data on the impact of COVID-19 on the e-commerce sector. It is essential to comprehend the factors influencing these trends' persistence in Bangladesh's e-commerce business because they will have a significant influence on the industry's future. According to Islam et al. (2023) CEM can significantly affect how customers think, feel, and act. According to Qualtrics (2022) a positive customer experience can increase customer loyalty, which can help firms prosper. If this is the case, it is crucial that the Bangladeshi e-commerce sector evaluate the trends that are developing in the brand-new standard for CEM during COVID-19.

2.2 Contactless Payment and Delivery in Bangladesh‘s E-commerce Industry during the Pandemic

Businesses around the world have had to adjust to new ways of doing business as a result of the COVID-19 epidemic. Online purchasing has become more popular in Bangladesh despite consumers' concerns about their safety. In this section, a broad discussion is discussed to discover more about the function of contactless payment and shipping methods in the online shopping market in Bangladesh before, during, and after the epidemic.

During the global pandemic, contactless payment systems rose in favour due to their convenience and security. The e-commerce business in Bangladesh has traditionally relied on Cash on Delivery (COD) and other older payment methods. However, because of the pandemic, there has been a shift towards contactless payment systems in order to reduce the amount of personal interaction between customers and retailers. Contactless payment options, such as mobile wallets and online banking, have seen considerable growth in usage due to the effects of COVID-19 on the e-commerce business in Bangladesh according to the study (Global Journal of Management and Business Research, n.d.).

The aforementioned study also reports that contactless payments via mobile wallets have recently become popular in Bangladesh. Mobile finance services like bKash and Rocket have experienced a rise in business as a result of the epidemic. Customers may use their mobile devices to safely make purchases without ever having to exchange money or visit a physical checkout counter, as a result of these services. Mobile wallets' substantial adoption in both consumer and e-commerce sectors can be attributed to their reliability and security.

The pandemic has brought to light the importance of contactless delivery in Bangladesh's online retail sector, adding to the prominence of contactless payments. Both delivery employees and customers are worried about catching the virus while waiting for a package to be delivered. As a result, delivery options that don't need any sort of physical interaction between the customer and the delivery person, like doorstep delivery and no-contact pickup, have become increasingly popular. Daraz and Ajkerdeal, among other e-commerce platforms, have incorporated these measures for the security of their clients and delivery personnel (Biswas et al., 2020).

In addition, developments in technology have been critical in allowing for contactless payment and delivery in Bangladesh's e-commerce sector. Effortless transactions and quicker delivery processes have been made feasible due to the integration of digital platforms and mobile applications. The contactless experience for customers has been improved because of the efforts of e-commerce platforms which have invested in creating user-friendly interfaces and secure payment gateways (Alam et al., 2023).

The spread of the COVID-19 epidemic has accelerated the transition to cashless payment and shipping techniques in the e-commerce sector in Bangladesh. The cash-on-delivery system has been replaced with the more convenient contactless payment options of mobile wallets and

online banking. In order to protect both consumers and delivery staff, contactless delivery methods such as doorstep delivery and no-contact pickup have been adopted. These contactless transactions and deliveries would not be possible without the help of modern technology. Bangladesh's e-commerce sector may see a continued reliance on contactless techniques long after the crisis has passed, as the epidemic continues to influence customer behaviour.

2.3 Importance of Customer experience management (CEM) in the retail e-commerce sector

CEM, which stands for customer experience management, has rapidly grown to be an increasingly vital component of the e-commerce retail industry during the past few years. Brick-and-mortar businesses now have to compete with online retailers by offering a distinct and pleasurable shopping experience for customers if they want to bring in new customers and hold on to the ones they already have (Urdea & Constantin, 2021). In this part, the study will explore the impact of CEM on the retention, loyalty, and financial success of online retail shoppers.

Several studies have shown that when online buyers have a positive experience, they are more likely to buy again. Urdea and Constantin (2021) found that customers who had a positive experience when shopping online were more satisfied with their purchases and more inclined to recommend the firm to others. Positive customer experiences are associated with increased brand loyalty and repeat purchases, as discovered by Ahmad et al. (2022).

In the context of retail e-commerce, CEM is a major factor in persuading people to make purchases. Customers who had a good time were more likely to go from window shopping to completing a purchase, according to research by Bilgihan et al. (2016). In addition, Qurtubi et al. (2022) found that if a customer has a pleasant and tailored online shopping experience, they are more likely to view the products as having high value and make a purchase.

The viability of e-commerce businesses depends significantly on their ability to effectively manage the customer experience they provide. CEM-focused businesses outperformed their rivals in terms of sales growth and profitability, according to a study by Verhoef et al. (2010). The research also highlighted the importance of investing in CEM initiatives to acquire an edge in the market and ensure the company's long-term success.

CEM is becoming increasingly important in the competitive e-commerce retail market. Retailers may improve customer happiness, loyalty, and the likelihood of repeat purchases by putting an emphasis on providing memorable encounters at every touchpoint of the customer journey. Retailers may survive and grow in today's competitive e-commerce market by investing in CEM techniques and consistently enhancing the consumer experience. In an overall, e-commerce companies in Bangladesh must follow a similar customer-focused strategy in the post-COVID-19 era if they want to stand out in a crowded market. Customers want a hassle-free and secure purchasing experience with the rise of e-commerce, which includes contactless payments, quick and dependable delivery, and strong customer care. In order to improve the customer experience and create lasting relationships with their consumers, businesses in the Bangladeshi retail e-commerce sector should take inspiration from these examples and adopt best practices into their CEM strategy.

2.4 Pre-pandemic Customer Experience Management (CEM) Practices in Bangladesh

Prior to the pandemic, customer experience management strategies in Bangladesh mainly relied on conventional techniques, including in-person meetings, phone calls, and in-person visits to businesses or service facilities (Rahman, 2021). Businesses placed a high focus on customer satisfaction, with many highlighting the value of developing lasting relationships with their clients according to McKinsey & Company (2020). Client service professionals were educated to handle grievances and swiftly resolve difficulties because businesses frequently relied on client feedback to improve their services, according to them. Additionally, to keep customers and promote repeat business, loyalty programmes, promotional offers, and personalised services were frequently used strategies (Bonfanti et al., 2021). Businesses in Bangladesh provided individualised customer service in several ways, including by addressing clients by name, making recommendations that are specific to their preferences, and demonstrating concern for their problems according to the study published by Dhaka Chamber of Commerce & Industry (DCCI) (2020). On the other hand, Dhaka Chamber of Commerce & Industry DCCI (2020) stated that by paying close attention to detail while constructing their premises and including amenities like lounging places and refreshments, retail establishments in Bangladesh aimed to give their clients a warm and comfortable experience. The main means of communication between firms and customers were the phone and email. The study also Dhaka Chamber of Commerce & Industry (DCCI) (2020) added that CEM techniques in Bangladesh before the pandemic were mostly focused on giving consumers a great

experience and developing long-lasting relationships with them. The study also included that traditional touchpoints for CEM in Bangladesh include call centres, in-store interactions, and online correspondence. Additionally, a lot of businesses interact with their customers and gather feedback using social media sites like Facebook and Twitter. But in recent years, there has been a shift towards digital touchpoints, with more businesses emphasising mobile apps and online experiences, according to the study by Ma et al. (2022). More individuals are relying on e-commerce and digital services as a result of the pandemic, which has caused this tendency to accelerate. To accommodate the growing number of clients who prefer to shop online, several companies in Bangladesh are placing greater emphasis on mobile apps and online experiences, according to Rahman (2021). For instance, one of the top e-commerce sites in Bangladesh is called Daraz, which boasts a user-friendly mobile app with features like tailored recommendations, simple payment methods, and speedy delivery that provides a smooth shopping experience (Daraz, n.d.). In the food and beverage industry users of this well-liked Bangladeshi app may order food from their preferred eateries and have it delivered right to their front door. It offers a variety of cuisines and has an easy-to-use interface. In Bangladesh, in the phase of the financial sector, bKash is a mobile financial service provider that enables customers to send money, settle accounts, and make purchases online. Its mobile app is user-friendly and provides a safe and practical way to do transactions (Dieleman et al., 2017). Like those app-based companies, Ajkerdeal as a retail company sells a variety of goods, such as electronics, clothing, and home appliances. It boasts a user-friendly mobile app with options for safe payment methods, quick searches, and simple navigation (Ajkerdeal, n.d.).

These examples demonstrate how companies in Bangladesh are utilising online platforms and mobile apps to meet the rising demand for e-commerce and digital services. These digital touchpoints provide clients with simplicity, quickness, and security elements that are vital in the fast-paced world of today.

2.5 Overcoming Obstacles and Embracing Customer Experience Management (CEM)

Prior to the pandemic, a major obstacle to the adoption of customer experience management (CEM) practises by businesses in Bangladesh was a lack of awareness and emphasis on the customer experience. Many businesses neglected the value of a positive customer experience in favour of focusing more on sales and marketing, according to Ma et al. (2022). As a result, there

was a shortage of funding for CEM and resources devoted to enhancing the customer experience. Lack of money, outdated technology, and qualified CEM experts were some of the other difficulties. The outsourcing of customer service by many businesses in Bangladesh resulted in inconsistent service and subpar client experiences (Dhaka Chamber of Commerce & Industry (DCCI), 2020). Despite the difficulties, some businesses in Bangladesh have been successful in putting into practice efficient pre-pandemic CEM practices. A mobile financial service provider like bKash, for instance, takes a customer-centric approach and offers services like round-the-clock customer assistance, user-friendly mobile apps, and simple registration procedures, as per as the opinion of Dieleman et al. (2017). In order to comprehend consumer behaviour and tailor the customer experience, bKash has also made investments in data analytics. For instance, Grameenphone is a well-known telecom provider that places a high priority on customer care and offers a variety of avenues for customer help and feedback. Additionally, Grameenphone provides customers with digital self-service options such as online bill payment and SIM card replacement. These businesses show how investing in CEM can increase customer happiness and loyalty, which will ultimately spur corporate growth (Ullah et al., 2017).

2.6 Post-pandemic Customer Experience Management (CEM) Practices in Bangladesh

The outbreak has brought about notable changes in Bangladesh's customer experience management practices, which can be attributed to the transition towards digital platforms and remote interactions. The COVID-19 pandemic has expedited the integration of technology in various industries, leading to a rapid adjustment of communication and service delivery methods by businesses, according to Rahman (2021). In addition, Ma et al. (2022) stated that the emergence of online platforms such as social media, messaging applications, and e-commerce websites has become pivotal in establishing client connections. As a result, businesses have been compelled to allocate resources towards digital infrastructure to enhance the overall customer experience. The adoption of contactless services such as home delivery and curbside pickup has witnessed a significant surge in popularity among businesses, as they endeavour to safeguard the safety and well-being of their customers (Rahman, 2021). Moreover, to effectively address the distinctive obstacles posed by the pandemic, customer service personnel had to acquire novel proficiencies such as adeptly handling client apprehensions and devising intricate logistical remedies, according to Rahman (2021). The primary goal of Bangladesh's CEM strategy in the aftermath of the pandemic is to provide a secure and uninterrupted customer journey across both physical and

digital touchpoints. According to Hassan (2021) businesses in Bangladesh have switched to online customer service to meet their customers' needs as the pandemic forces them to stay at home. For speedy and effective service, chatbots and other AI-based solutions have been used. To add a more personal touch, several companies also offer video conversations with customer support agents (Pennanen, 2018). As per as the opinion of Rahman (2021) the pandemic has also expedited Bangladesh's use of electronic payment systems. Online banking and mobile wallets are just two examples of the online payment solutions that businesses have implemented to cut down on in-person in-traction and give clients a smooth checkout process. Amit (2020) stated that businesses in Bangladesh have grown their social media presence to interact with their clients as more individuals spend time online. They have updated their clients on their services, addressed their problems, and launched specials and promotions using social media platforms like Facebook, Instagram, and Twitter.

An empirical study on the longevity of these patterns is crucial because it sheds light on how Bangladesh's e-commerce industry is adjusting to the new normal and the pandemic's long-term effects on CEM. With the aid of this research, e-commerce businesses may better understand the changing demands and preferences of their customers and decide how to enhance customer experience on the e-commerce channel. Bangladeshi consumer behaviour has been greatly impacted by the COVID-19 pandemic. Customers are more inclined to interact with businesses online and through digital channels when social distancing measures are in place, according to the statement of Sahel et al. (2018). As people try to avoid physical contact, e-commerce and mobile payments have significantly increased in Bangladesh. In addition, due to the widespread use of contactless delivery and pickup alternatives, customers are increasingly becoming more worried about safety and hygiene. Because of these shifting consumer expectations, businesses in Bangladesh must modify their CEM procedures (Rahman, 2021). The pandemic has expedited Bangladesh's CEM's transition to digital touchpoints. Businesses are spending money on social media platforms, chatbots, and mobile apps to communicate with customers and deliver a seamless digital experience. In order to engage with customers and foster relationships, several businesses have also used video conferencing and online meetings, according to Bonfanti et al. (2021). Digital touchpoints should not, however, fully replace traditional touchpoints, as some customers still value in-person contacts and in-store experiences.

As a result of the epidemic, customers are placing a greater emphasis on health and cleanliness. Businesses can reduce the number of customer encounters by implementing strategies to improve hygiene and provide contactless delivery and pickup options, according to Sahel et al. (2018). Businesses may improve their relationships with customers by making use of customer data and analytics. All of the aforementioned actions are aimed at improving the customer experience by tailoring advertising and marketing initiatives to each individual customer. As per as the opinion of Haque (2021) businesses should put money into new forms of technology like smartphone applications, chatbots, and social media sites to keep up with customers' ever-shifting expectations. Incorporating these tools has the potential to enhance the efficiency and effectiveness of digital interactions, broaden access, and better serve customers' needs. Businesses should invest in training for their employees that focuses on the best methods of customer service and CEM. This will help them learn the fundamentals they need to provide excellent customer service. In addition, Karim and Qi (2018) stated that businesses should aggressively seek consumer feedback through channels like surveys, social media platforms, and other suitable techniques to better understand client preferences and desires. Product, service, and customer satisfaction may all be enhanced by listening to and acting on consumer feedback that allows businesses to adjust to the new conditions and win the loyalty and business of their customers in the post-pandemic age.

2.7 Significance of Online Customer Service

In Bangladesh's retail e-commerce sector, online customer service has developed into a crucial part of customer experience management. Rahman (2021) claimed that because customers prefer interacting with retailers online rather than visiting physical locations, online customer service has become more crucial during the COVID-19 epidemic. Online customer care has a favourable impact on customer satisfaction and loyalty in Bangladesh's retail e-commerce sector. Therefore, retailers must spend money on online customer service to improve customer satisfaction and boost repeat business.

In the current era of digital technology, it is crucial to provide superior customer service to virtual customers, despite the potential difficulties that may arise. According to McKinsey & Company (2020) prioritising specific procedures is imperative for businesses that aim to provide a satisfying experience for their clients. Providing a variety of communication channels, including email, live

chat, phone, and social media, can increase the likelihood of customers initiating contact with the company, as per as the statement of Sahel et al. (2018). It is crucial to promptly address client inquiries and concerns in order to minimise their dissatisfaction and increase their satisfaction. The incorporation of chatbots and automated responses facilitates the prompt and effective management of standard inquiries, thus allowing customer service representatives to concentrate on more intricate matters, according to Pennanen (2018). The implementation of customer data and analytics for the purpose of producing tailored recommendations and promotions has the potential to strengthen the relationship between enterprises and their clientele. Ultimately, the provision of training to customer service representatives facilitates the acquisition of expertise in effectively addressing a wide range of consumer requirements. The ability of a corporation to provide outstanding customer service is a crucial factor in its long-term sustainability in the digital domain, and the adoption of such practices constitutes a feasible approach to achieving this objective.

2.8 Digital Payment System

In Bangladesh's retail e-commerce sector, digital payment solutions have grown in popularity as a result of the COVID-19 pandemic. According to the COVID-19 pandemic has hastened the transition to the use of digital payment systems in the e-commerce sector of Bangladesh's economy. The authors discovered that throughout the epidemic, there was a considerable shift away from cash-on-delivery (COD) means of payment and toward digital payment methods, such as internet banking and mobile wallets. The rise in popularity of contactless transactions can be attributed to a combination of factors, including worries about the spread of viruses through physical cash and the simplicity of use offered by digital payment solutions. The usage of digital payment systems has grown dramatically throughout the pandemic due to safety concerns and limitations on physical currency transactions, according to a study by Khando et al. (2022). The survey also discovered that Bangladesh's retail e-commerce sector's use of digital payment technologies had a favourable impact on consumer happiness and loyalty. In order to give their customers a secure and practical payment option, shops must use digital payment systems. Bangladesh's electronic payment systems operate similarly to those in other nations, allowing users to transact without using actual cash, according to Rahman (2023). Mobile wallets, internet banking, and mobile banking are the three most widely used digital payment methods in Bangladesh. Digital payment methods were already becoming more and more common in Bangladesh before the pandemic,

but the COVID-19 epidemic has hastened their growth because it has put restrictions on using physical cash for transactions and raised safety concerns.

According to Rahman (2023) "safety," as used in the idea of e-commerce, refers to the measures retailers take to protect the health and safety of their customers and staff in the context of the Bangladeshi market. This entails adopting contactless delivery and payment alternatives, routinely cleaning facilities and tools, and abiding by laws and regulations regarding social seclusion and cleanliness. Digital payment solutions have enhanced the overall consumer experience by requiring less time and effort (World Bank Group, 2020). With the help of digital payment systems, it is possible to evaluate the user experience, taking into account factors like usability, transaction speed, security, and convenience. Retailers can track customer happiness levels by tracking the number and frequency of digital transactions or by conducting customer satisfaction surveys.

In Bangladesh, mobile financial services (MFS) are the most widely used digital payment methods. The term MFS indicates those services pertain to the utilisation of mobile devices, specifically smartphones, for the intention of executing financial transactions and obtaining financial services, according to the statement of Afroze and Rista (2022). The incorporation of technology facilitates a wide array of functionalities that surpass the scope of mobile banking, encompassing mobile payments, financial transfers, and management through mobile devices, thereby conferring enhanced autonomy to the users, which is addressed by Hossain and Rahman (2023). Mobile financial services enable customers to effectively manage their finances, conduct transactions, and avail themselves of a diverse range of financial products and services through mobile applications or USSD codes. There were 12 licenced MFS providers in Bangladesh in 2020, and at the end of the year, there were 10.7 crore (107 million) registered MFS accounts, according to Kumar (2022). The largest MFS provider in Bangladesh is bKash, which was introduced in 2011 and has more than 9 crore (90 million) registered accounts. In Bangladesh, other well-known MFS providers include Rocket, Nagad, and SureCash as per as the statement of Islam et al. (2015). In Bangladesh, card-based payments are also commonly accepted. Basically, the term card-based payments pertain to financial transactions in which payment is executed through a payment card, including but not limited to credit cards, debit cards, or prepaid cards, according to Islam et al. (2015). To enable electronic transactions at point-of-sale (POS) terminals or online marketplaces,

contemporary payment cards are typically equipped with a magnetic stripe or contactless technology. The two main international card networks in Bangladesh are Master-card and Visa, while several regional banks also offer cards.

Another digital payment method accessible in Bangladesh is internet banking. Individuals and businesses can make payments using digital payment methods, which are electronic transactions conducted via various digital platforms that allow for the transfer of monies using digital gadgets like smartphones, PCs, and tablets, according to Hossain and Rahman (2023). In Bangladesh, e-wallets are a more recent variety of digital payment mechanisms. Two of the most popular e-wallet services in Bangladesh are SureCash and Payza.

Digital payment methods have several advantages for both customers and businesses. Digital payment solutions for organisations can help save on the expenses of managing cash and checks, boost productivity, and enable quicker access to funds. Digital payment systems provide customers with ease, speed, and security. Digital payment methods do, however, come with some difficulties, according to the statement of Afroze and Rista (2022). Customers and organisations alike are very concerned about security issues like fraud and cyberattacks. Another problem is that some customers may be reluctant to adopt digital payment systems because of worries about security and privacy. Transactions might be disrupted, and clients can become frustrated by technical problems like system outages and bugs, according to Kumar (2022). The following best practices should be considered by businesses as they explore the benefits of accepting digital payment methods. To begin, accommodating different consumers' payment preferences through offering multiple options helps boost adoption rates. According to Rahman (2022) giving clients a variety of payment alternatives such as online banking, card payments, and mobile payments allows them to select the way that is most convenient for them. Ensuring the security of client information and taking measures to avoid fraud is also crucial. Sensitive information can be kept safe through the use of security measures like two-factor authentication and encryption. Another method of reducing danger is the vigilant watching of systems for unusual behaviour. Digital payment systems may be made more efficient and effective by regular monitoring and tweaking. Regular system testing, as suggested by Islam et al. (2015) can help firms improve their systems to the point where they exceed customers' expectations. These tactics, if implemented, might boost consumer satisfaction and encourage more people to use digital payment methods. Overall, Bangladeshi businesses and consumers can greatly benefit from digital payment systems.

Businesses can successfully adopt digital payment systems and enhance the customer payment experience by adhering to best practices and addressing issues.

2.9 Delivery and pick-up options in the retail industry

The COVID-19 pandemic has made delivery and pickup alternatives crucial in Bangladesh's retail e-commerce sector. Customers favour home delivery alternatives over pick-up options during the pandemic, according to a study by Li and Fisher (2022). The survey also discovered that in Bangladesh's retail e-commerce sector, delivery and pick-up alternatives have a favourable impact on customer happiness and loyalty. Therefore, in order to give their customers a convenient and customizable delivery option, retailers must provide both delivery and pick-up options.

In addition, Peinkofer et al. (2021) stated that customers in the retail e-commerce sector have the option of having their products delivered right to their doorstep or picking them up at a predetermined place. Delivery and pick-up alternatives existed prior to the epidemic, but they were not as common as they are now. Due to convenience and safety concerns, the epidemic has hastened the adoption of these solutions, as per the statement of Nguyen et al. (2019). Delivery and pick-up choices can be assessed in terms of customer experience based on elements including delivery speed, accuracy, and convenience. Surveys and ratings can also be used to gather customer feedback on how satisfied they are with these options. The use of personal protective equipment by workers, contactless delivery and pickup alternatives, and routine sanitization of delivery vehicles and pickup locations can be a few examples of how to achieve safety in e-commerce. Customers' trust and confidence must be prioritised by retailers in order to grow their business, particularly during the pandemic (Li & Fisher, 2022).

According to the statement of Nguyen et al. (2019) customers of digital retail platforms have the option of selecting from several convenient delivery and pickup choices that are tailored to their own preferences and requirements. Customers have the option of having products delivered to their homes, at their doorstep, at a time and date of their choosing wishes to the home delivery service, which is quite popular. In addition, Nguyen et al. (2019) stated about the convenience and flexibility are both offered by selecting this option for those customers who would rather have their products delivered to their homes or places of business. Customers also have the option of selecting store pickup, which enables customers to place orders online and collect their merchandise from a particular shop location at a later time. Customers should select this option

when it is either not possible for their things to be delivered to their homes or when it would be more convenient for them to pick up their orders themselves. As a reason to reduce the amount of interaction that customers have to have with retail staff, curbside pickup has become increasingly popular during the pandemic (Li & Fisher, 2022). Customers are able to immediately retrieve their orders from the curb or outside the store, without having to enter the retail establishment. As a final and more secure alternative for picking up purchases, the orders are placed in safe lockers, each of which has a unique code or key that consumers may use to access them. Customers who have trouble getting packages delivered to their homes or places of business may find this option to be really helpful, according to Li and Fisher (2022). Convenience is increased for clients of online merchants, who can choose from a variety of delivery and pickup choices, and the retailers can better meet the needs of their various clientele. For businesses and customers, there are various advantages and difficulties associated with each delivery and pick-up option. For instance, while home delivery is convenient for customers, the logistics required make it more expensive for businesses. Customers who may not have easy access to a shop location may find store pick-up annoying, but it can help businesses save shipping costs, according to the statement of Nguyen et al. (2019). Customers have a contactless option with curbside pick-up during the epidemic, but businesses might need more manpower and resources. Locker pick-up might offer clients safe and practical delivery choices, but it might cost businesses a lot of money upfront.

Providing a diverse range of delivery and pick-up services is crucial for enterprises to optimise customer experience and facilitate seamless interactions with the organisation. The available options may encompass substitutes such as the retrieval of the purchased item in-store, through a locker, at the curbside, or via delivery to the customer's residence, according to Li and Fisher (2022). It is imperative for businesses to prioritise the implementation of sanitation protocols in delivery and pick-up areas to ensure a hygienic and hazard-free setting. Furthermore, it is imperative that the personnel possess the requisite expertise to effectively manage customer inquiries and requests, while simultaneously complying with the established safety and sanitation protocols, regarding the phase of Peinkofer et al. (2021). By implementing these best practices businesses can enhance customer satisfaction, foster trust, and ensure a smooth delivery and pick-up experience.

2.10 Personalization in Customer experience management (CEM)

In Bangladesh's retail e-commerce market, personalization has emerged as a key trend in customer experience management. The Bangladeshi retail e-commerce sector has undergone substantial changes as a result of the COVID-19 outbreak. Retailers have adopted new trends to improve the customer experience to adjust to the new norm, including online customer assistance, digital payment systems, delivery and pick-up alternatives, and personalisation (Rahman, 2022). In order to improve the customer experience and foster greater customer loyalty, retailers must engage in these trends, according to Noor et al. (2022). According to Noor et al. (2022) utilising customer information and personalization in Bangladesh's retail e-commerce industry creates specialised shopping experiences. Personalization wasn't as common before the epidemic, but it has grown more crucial now because companies want to give their customers more tailored and interesting shopping experiences. Personalization can be assessed in terms of the customer experience based on elements like product recommendations, targeted advertising, and customer service, as per as the statement of Benzarti and Mili (2017). Retailers can personalise product recommendations and promotions, as well as their marketing activities, by using customer data. The effectiveness of these tactics can also be assessed via customer feedback and participation in personalised experiences. In particular, during the epidemic, retailers need to give safety precautions top priority in order to earn the faith and confidence of their customers.

In order to give each customer a customised experience, personalization is a crucial component of CEM. Businesses may provide personalised recommendations, promotions, and experiences that appeal to customers and increase engagement and loyalty by studying their preferences and behaviours, according to Rahman (2022). Additionally, personalisation can aid companies in differentiating themselves from rivals and standing out in a crowded market.

Organisations have the potential to enhance the customer experience through the implementation of various personalization strategies, according to Benzarti and Mili (2017). Proposing product recommendations that align with a customer's prior purchases or browsing patterns is a successful strategy for augmenting sales and enhancing customer contentment. The implementation of personalised discounts can serve as a strategy to foster client loyalty and encourage repeat business by catering to the individual shopping preferences of customers. Tailored content, such as instructional guides or blog posts, possesses the capability to instruct and engage audiences,

thereby increasing the likelihood of consumer acquisition for the brand, as per as the statement of Noor et al. (2022). Furthermore, enterprises have the potential to enhance their customer relationships and foster loyalty through the provision of personalised services such as tailored onboarding and customised customer support. The implementation of tailored approaches can enhance customer satisfaction and facilitate sustained prosperity for enterprises.

The acquisition and examination of consumer data regarding their inclinations and buying behaviours can empower enterprises to augment their capacity to furnish individualised services, according to Rahman (2022). By dividing the consumer base into smaller cohorts, enterprises can tailor promotions and recommendations to each group, thus facilitating a more personalised marketing approach. When employed in a strategic manner, personalization has the potential to generate significant outcomes, as per as the statement of Rahman (2022). Frequent testing and iterative processes have the potential to improve the optimisation of personalization endeavours for various customer segments. It is crucial for organisations to guarantee the safeguarding of consumer data during the customization procedure. The implementation of optimal methodologies for crafting customised customer experiences has the potential to augment customer relationships, involvement, and allegiance within commercial enterprises.

2.11 Priorities and Challenges of Customer experience management (CEM)

To effectively implement CEM, businesses must prioritise various crucial factors. Initially, it is imperative to acknowledge and comprehend the requisites and predilections of clientele. Undertaking customer research, administering surveys, and analysing data can yield valuable insights for customising the experience accordingly as per as the statement of Karim and Qi (2018). Maintaining consistency across all touchpoints is a crucial aspect, regardless of whether it pertains to in-store, online, or social media interactions. Consumers anticipate a cohesive and unified encounter throughout various channels. Enabling employees with authority and autonomy is an essential element. The implementation of training and development initiatives for employees has been shown to enhance their ability to provide exceptional customer service. Ultimately, the utilisation of technology has the potential to significantly augment the overall satisfaction of customers. According to Hult (2023) businesses can enhance customer satisfaction by utilising technology in various ways such as offering personalised recommendations, self-service options, and optimising

checkout processes. By prioritising these variables, enterprises can establish a favourable and noteworthy customer encounter that cultivates allegiance and propels expansion.

While implementing CEM, businesses may run into a number of difficulties. A frequent challenge is the gathering and analysis of customer data. According to Noor et al. (2022) many organisations find it challenging to gather and assess customer preferences, despite the crucial role they play in enabling tailored experiences. Since they frequently result in inconsistent experiences and inadequate care for consumers, isolated client touchpoints - where many departments or channels function independently are a common source of issues in customer service. Despite the difficulties, organisations can seek to enhance the customer experience by developing new methods for gathering and analysing customer data, removing obstacles in the way of a unified customer journey, and making the most of their resources to provide exceptional service Haruna (2020). By addressing these obstacles, businesses may enhance their CEM efforts, which in turn boosts customer happiness and brand loyalty.

2.12 Driven trends on customer experience in the retail e-commerce sector of Bangladesh

The purpose of the study is to understand how these trends have affected customer experience and to predict if they will continue in the post-COVID-19 environment. According to Hult (2023) customers' opinions of the trends will be revealed through the data gathered using qualitative research techniques, which will also help to pinpoint specific areas in which customer experience management tactics need to be improved. Retailers in Bangladesh can utilise these insights to help them improve their CEM strategies and adjust to the shifting trends in the e-commerce sector. Specific trends that have emerged in Bangladesh's retail e-commerce sector during the COVID-19 pandemic are the factors considered in this study for gauging customer experience.

The outbreak of COVID-19 has had a substantial impact on the purchasing patterns of consumers, resulting in the emergence of crucial e-commerce trends in the retail industry that have implications for the overall customer experience, according to Noor et al. (2022). The importance of providing superior online customer service has risen in prominence as a result of the growing inclination of customers to interact with enterprises via digital channels. Another trend concerns the growing prevalence of digital payment methods, which provide customers with a more efficient and convenient way of conducting online transactions. Also, there has been a rise in the

request for delivery and pick-up options as individuals place increased significance on social distancing protocols, as per as the statement of Nguyen et al. (2019). Ultimately, it is crucial to prioritise the implementation of personalised strategies to improve the overall shopping experience and cultivate brand loyalty. This aim is accomplished through customised recommendations and practical activities. In the wake of the epidemic, these developments signify the changes that have transpired in the domain of customer service.

The focus of this study is the Bangladeshi retail e-commerce market and how the COVID-19 pandemic affects customer satisfaction. The study's objectives include examining how long these trends will last, how they will affect the customer experience, and how e-commerce businesses in Bangladesh may benefit from the findings in order to enhance their CEM plans. For the research topic of examining the durability of e-commerce trends during COVID-19 in Bangladesh. Table 1 summarises the variables, techniques, and their use in measuring customer experience.

Table 1: Summarisation of variables, techniques, and their use in measuring customer experience (Self elaboration)

Factors	Tools	Use
Online customer service	Online interviews with open-ended questions and closed-ended questions on the quality and effectiveness of customer service.	Measure customer satisfaction with online customer service and identify areas for improvement.
Digital payment system	Online interview with questions on the ease of use, security, and reliability of digital payment systems.	Measure customer satisfaction with digital payment systems and identify areas for improvement.
Delivery & pick-up option	Online interview with questions on the reliability, speed, and accuracy of delivery and pick-up options.	Measure customer satisfaction with delivery and pick-up options and identify areas for improvement.
Personalization	Online interview with questions on the level of personalization offered, perceived relevance, and effectiveness of personalized recommendations	Measure customer satisfaction with personalized experiences and identify areas for improvement.

2.13 Theoretical framework

Theoretical frameworks are vital to research instruments that aid in providing a conceptual foundation for comprehending the connections between various investigation elements. They serve as a foundation for analysing study results and as a reference for choosing research techniques and filling knowledge gaps (Sternberg & Karami, 2021). A theoretical framework, in this context, is a collection of related ideas, presumptions, and assertions that serve to explain how various study variables relate to one another. (Figure 1)

Figure 1: Theoretical framework; Source: (Author)

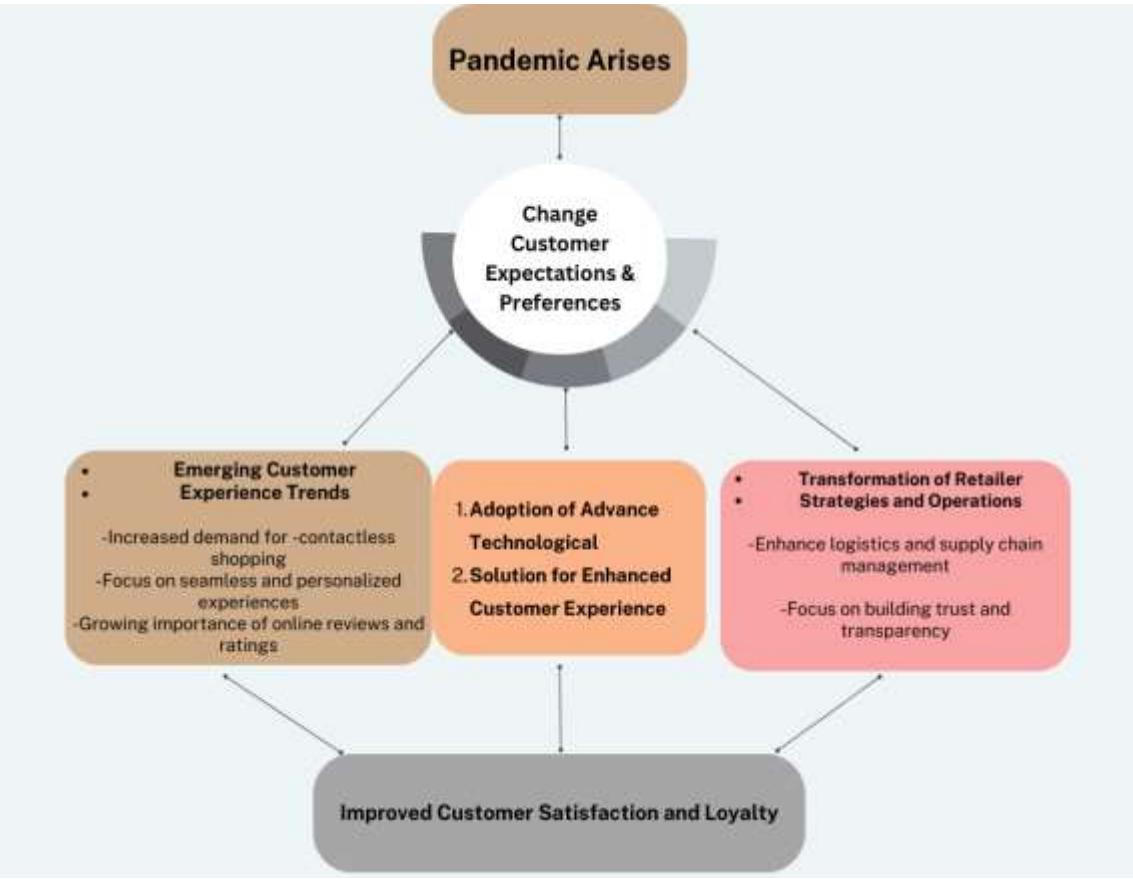

Table 2 provides a theoretical foundation for comprehending the crucial elements, such as personalization, digital payment methods, and a variety of payment alternatives, which affect customer experience management in Bangladesh's retail e-commerce sector.

Table 2: Theoretical Foundation

No	Keys	Analysis
2.1	Customer Experience Management (CEM) in Bangladesh's E-commerce Industry	• Schlager (2022) states that the goal of customer experience management (CEM) is to offer customers with an enjoyable and memorable experience throughout their entire encounter with a company. • Some customers have reported higher levels of satisfaction due to the convenience and security of online shopping while others have faced challenges with delayed deliveries and subpar customer service, as found by Chowdhury et al. (2022). • Third, as stated by Fuca (2021) successful CEM can promote customer loyalty, retention, and advocacy, which in turn increases revenue and profits. • Fourth, according to Sahel et al. (2018) Bangladeshi e-commerce companies can enhance CXM by providing customers with a streamlined and individualised online buying experience by making greater use of customer data.
2.2	Contactless Payment and Delivery in Bangladesh's E-commerce Industry during the Pandemic	• Mobile wallets and other forms of contactless payment have shown significant growth in popularity in Bangladesh throughout the ongoing COVID-19 pandemic (Biswas et al., 2020). • The pandemic has boosted demand for mobile money transfer services like bKash and Rocket in Bangladesh (Biswas et al., 2020). • The online retail industry in Bangladesh has seen an increase in the use of contactless delivery methods such as doorstep delivery and no-contact pickup (Biswas et al., 2020). • E-commerce clients now have a better contactless experience due to technological developments in the industry (Alam et al., 2023). • In response to the COVID-19 epidemic, the e-commerce industry in Bangladesh has moved quickly towards cashless payment and delivery techniques (Biswas et al., 2020).

No	Keys	Analysis
2.3	Importance of Customer Experience Management (CEM) in the retail e-commerce sector	• To stand out from the crowd in the highly competitive e-commerce retail industry, (CEM) is essential (Verhoef et al., 2010). • Usability of the website, tailored recommendations, prompt order processing, and helpful support staff are all part of (CEM). (Verhoef et al., 2010; Qurtubi et al. 2022). • Customers are more likely to be satisfied, loyal, and make more purchases after having a good experience (Urdea & Constantin, 2021; Ahmad et al., 2022). • Sales growth and profit margins are higher for CEM-focused companies than for their rivals (Verhoef et al., 2010). • To survive beyond COVID-19, e-commerce businesses in Bangladesh should concentrate on providing convenient and safe shopping environments for their customers (Verhoef et al., 2010). • Improve customer satisfaction and loyalty by adopting and implementing best practices in CEM initiatives (Verhoef et al., 2010).
2.4	Pre-pandemic Customer Experience Management (CEM) Practices in Bangladesh	• Conventional methods including in-person meetings, phone calls, and visits to enterprises or service facilities were central to pre-pandemic customer experience management (CEM) tactics in Bangladesh (Rahman, 2021). • Companies placed a premium on client happiness and long-term partnerships (McKinsey & Company, 2020). • Customers were kept around with a combination of customised care, loyalty programmes, and special deals (Bonfanti et al., 2021). • Bangladeshi stores tried to make customers feel at ease by improving the design and layout of their locations (DCCI, 2020). • Phone calls, emails, and social media platforms were the most common means of contact (DCCI, 2020). • Businesses have prioritised mobile apps and online experiences since the COVID-19 pandemic (Ma et al., 2022). • Mobile apps from e-commerce sites like Daraz, bKash, and Ajkerdeal make it easy to shop, pay, and get goods quickly and safely (Daraz, n.d.; Dieleman et al., 2017; Ajkerdeal, n.d.). • The increasing demand for e-commerce and digital services may be met with the help of these digital touchpoints because of the ease, speed, and safety they offer (Rahman, 2021; Ma et al., 2022).
2.5	Overcoming Obstacles and Embracing Customer Experience Management (CEM)	• Before the pandemic, businesses in Bangladesh focused more on sales and marketing than on the quality of their customers' experiences (Ma et al., 2022).

No	Keys	Analysis
		• Lack of investment in CEM is a direct outcome of underestimating the importance of satisfied customers (Ma et al., 2022). • Major obstacles were insufficient funding, antiquated equipment, and a dearth of competent CEM specialists (Ma et al., 2022). • Dhaka Chamber of Commerce and Industry (DCCI) reports that in 2020 outsourcing customer service led to poor quality service and unhappy customers in Bangladesh. • Businesses in Bangladesh, such as bKash, have found success by focusing on customers and providing them with what they need, such as 24/7 customer service, simple mobile apps, and insightful data analytics (Dieleman et al., 2017). • Corporate growth can be fueled by customer experience management investments (Ullah et al., 2017).
2.6	Post-pandemic Customer Experience Management (CEM) Practices in Bangladesh	• Technology integration in customer experience management in Bangladesh has sped up due to COVID-19 (Rahman, 2021). • Connecting with customers has become increasingly important through online mediums such as social media and e-commerce websites (Ma et al., 2022). • Companies in Bangladesh have begun using contactless services and allocating more resources to improve their clients' overall satisfaction (Rahman, 2021). • Workers in customer service learned new techniques to deal with issues brought on by the epidemic (Rahman, 2021). • The country of Bangladesh made it a priority to ensure that their customers' digital and in-person interactions were safe and seamless (Hassan, 2021). • Customer requirements were fulfilled by means of online customer care, chatbots, and AI-based solutions (Hassan, 2021; Pennanen, 2018). • Electronic payment systems became more widely used in Bangladesh as a result of the epidemic (Rahman, 2021; Amit, 2020). • Companies stepped up their activity on social media to better engage with their clientele and inform them of any developments (Amit, 2020). • The majority of Bangladeshi shoppers now prefer conducting business online (Sahel et al., 2018). • Customer worries regarding safety and cleanliness were raised in response to contactless delivery choices (Karim & Qi, 2018). • Companies have put resources into online tools including social media, chatbots, mobile apps, video conferencing, and virtual meetings (Bonfanti et al., 2021).

No	Keys	Analysis
		• Hygiene, contactless delivery, and customer data were prioritised by businesses as means to enhance the customer experience (Sahel et al., 2018). • To keep up with shifting customer expectations, businesses must invest in both new technology and employee training (Haque, 2021). • Customers are more likely to be pleased with a product or service if their opinions are sought and acted upon (Karim & Qi, 2018).
2.7	Significance of Online Customer Service	• The COVID-19 pandemic has highlighted the importance of online customer service in Bangladesh's retail e-commerce sector (Rahman, 2021). • In the e-commerce retail sector, providing excellent customer service online can increase both consumer happiness and loyalty (Rahman, 2021). • To increase customer satisfaction and repeat business, retailers should prioritise online customer care (Rahman, 2021). • For organisations to deliver a positive customer experience, it is critical that they put certain processes first (McKinsey & Company, 2020). • Customers are more likely to interact with a business if it has multiple ways to contact it, including email, live chat, phone, and social media (Sahel et al., 2018). • Customers are less likely to be unhappy and more likely to be satisfied if their questions and complaints are resolved quickly (Sahel et al., 2018). • Standard enquiries can be handled efficiently by chatbots and automated responses, freeing up customer support agents to concentrate on more complicated issues (Pennanen, 2018). • By using analytics and data from customers, businesses may better tailor their offerings to each individual and foster loyalty (Pennanen, 2018). • Customer service agents can better meet the needs of their customers after receiving training (Pennanen, 2018). • For a business to succeed in the long run in the digital sphere, it must provide exceptional customer service (Pennanen, 2018).
2.8	Digital Payment System	• The COVID-19 pandemic pushed Bangladesh's retail e-commerce sector faster towards using digital payment methods (Khando et al., 2022). • Cash-on-delivery services are giving way to digital payment options as governments crack down on the use of real currency (Khando et al., 2022). • Happier and more loyal customers can be gained through the use of digital payment systems (Khando et al., 2022).

No	Keys	Analysis
		• Digital payment systems such as mobile wallets, online banking, and mobile banking are widely used in Bangladesh (Rahman, 2022). • Mobile Financial Services (MFS) allow users to conduct financial transactions via their mobile devices. (Afroze & Rista, 2022). • Over 90 million customers use bKash, making it the most popular MFS in Bangladesh (Kumar, 2022). • E-wallets like SureCash and Payza, as well as card-based payments are widely used in Bangladesh (Islam et al., 2015; Hossain & Rahman, 2023). • Businesses and customers benefit from digital payment systems because of the savings, convenience, speed, and security they provide (Afroze & Rista, 2022). • Adoption of digital payment systems may be slowed by worries about security, fraud, cyberattacks, and technological difficulties (Afroze & Rista, 2022; Kumar, 2022). • Offering numerous payment methods, implementing security precautions, and routinely monitoring and improving the system are all examples of best practices (Rahman et al., 2022; Islam et al., 2015). • Businesses and shoppers alike in Bangladesh stand to gain from the country's increased use of digital payment systems (Rahman et al., 2022).
2.9	Delivery and pick-up options in the retail industry	• The COVID-19 pandemic has highlighted the significance of delivery and pickup options in Bangladesh's e-commerce sector (Li & Fisher, 2022). • Home delivery services are more popular than ever in Bangladesh as the pandemic continues (Li & Fisher, 2022). • Customer satisfaction and loyalty are increased when delivery and pick-up alternatives are provided (Li & Fisher, 2022). • Delivery and pick-up options become more popular during a pandemic due to concerns over convenience and security (Nguyen et al., 2019). • Speed, precision, and convenience are three metrics that can be used to assess the quality of a delivery or pickup service (Peinkofer et al., 2021). • Sanitation, personal protective equipment, and contactless delivery are some of the other crucial elements of safe online shopping (Li & Fisher, 2022). • Businesses can't thrive during a pandemic unless they can gain their customers' trust (Li & Fisher, 2022). • Customers can choose between in-store pickup and delivery with online shopping platforms (Nguyen et al., 2019). • The convenience of home delivery is matched by the financial savings of in-store pickup (Nguyen et al., 2019). • In order to minimise contact, many people choose curbside pickup during the epidemic (Li & Fisher, 2022).

No	Keys	Analysis
		• Locker pickup is a safe option for clients who have trouble receiving packages (Li & Fisher, 2022). • The customer experience can be improved through a variety of delivery and pick-up options (Li & Fisher, 2022). • Delivery and pickup procedures run smoothly because of strict hygiene standards and well-trained staff (Li & Fisher, 2022).
2.10	Personalization in CEM	• According to Rahman (2022) customization is becoming increasingly popular in Bangladesh's e-commerce retail sector. • Significant shifts have occurred in the retail e-commerce sector as a result of COVID-19, including the increased prevalence of online customer support, digital payment methods, and tailored offerings (Rahman, 2022). • Customer satisfaction, brand loyalty, and market differentiation can all be improved by personalization (Noor et al., 2022). • Using consumer information, stores can tailor their product suggestions, advertising, and other marketing efforts to each individual shopper (Benzarti & Mili, 2017). • During an epidemic, taking safeguards is essential for gaining customers' trust (Rahman, 2022). • Getting a handle on customer information allows companies to provide individualised service and advertising (Rahman, 2022). • Personalization is more successful and customer information is safer when tested and refined frequently (Rahman, 2022). • Increasing the usefulness of personalised offers requires careful planning and segmentation (Noor et al., 2022). • Personalised strategies should not compromise data privacy or security (Noor et al., 2022).
2.11	Priorities and Challenges of CEM	• Customer research, surveys, and data analysis can help you recognise and understand your customers' needs and preferences (Karim & Qi, 2018). • Keep your in-store, online, and social media interactions consistent with one another (Karim & Qi, 2018). • Train and develop staff so that they feel trusted and capable enough to go above and beyond for customers (Karim & Qi, 2018). • Use tools like personalised recommendations, self-service alternatives, and streamlined checkout procedures to boost customer happiness through the use of technology (Hult, 2023). • Despite the difficulties in doing so businesses should collect and analyse client data to power personalised interactions (Noor et al., 2022).

No	Keys	Analysis
		• Improve customer service and streamline the customer experience by eliminating disconnected customer touchpoints (Noor et al., 2022). • Solve problems associated with customer data collection and analysis, service journey enhancement, and efficient use of resources (Haruna, 2020).
2.12	Driven trends on customer experience in the retail e-commerce sector of Bangladesh	• Feedback from customers and potential enhancements: According to Hult (2023) better customer experience management can be achieved by analysing collected data, which will expose customers' perspectives and provide opportunities for growth. • With the help of data, Bangladeshi stores may improve their customer service strategies and keep up with the ever-changing landscape of online shopping due to insights (Hult, 2023). • COVID-19's effect on consumer behaviour: COVID-19 influenced the development of e-commerce in the retail sector (Noor et al., 2022). • Online customer service and its significance: Because of this, providing excellent online customer support is crucial (Noor et al., 2022). • The popularity of digital payment systems has grown as people realise the benefits of using them for their online purchases (Noor et al., 2022). • Pickup and delivery services are in high demand. Delivery and pick-up services are in high demand because of social distance norms (Nguyen et al., 2019). • Personalised tactics for a more satisfying shopping trip: Improved customer satisfaction and increased brand loyalty are the results of personalised recommendations and promotions (Nguyen et al., 2019). • The pandemic has prompted alterations in customer service, drawing attention to the previously recognised tendencies (Nguyen et al., 2019).

3 Methodology of the Study

A research technique refers to a systematic and organised methodology for formulating research questions, collecting data, analysing data, and drawing conclusions or expert opinions (Bryman & Bell, 2006). The aforementioned resource provides a framework for researchers to effectively strategize, implement, and communicate their inquiries while safeguarding the integrity, dependability, and authenticity of the research in its entirety**.** A qualitative research methodology was used in the study to gather and examine information about customer experience management (CEM) in Bangladesh's post-COVID-19 retail e-commerce sector. Semi-structured interviews with business owners, customer experience specialists, and industry experts were used to gather data.

The interview questions were formulated to study how firms have dealt with the changing customer experience trends in the post-COVID-19 environment as well as their challenges and adaptation strategies. To guarantee comfort and safety, the interviews were conducted using audio and video telecommunication tools (Teams). As the respondents were from Bangladesh, the local language was used to gather the data and for the explanation of any questions. Initially, those responses were jotted down as meeting minutes and later, written as transcripts in English. Thematic analysis was used to discover patterns, themes, and insights relating to CEM in the Bangladeshi retail e-commerce sector from the data gathered through the interview (Noor et al., 2022). Through the analysis of qualitative data, the study sought to develop a deeper understanding of the post COVID-19 customer experience trends, preferences, and behaviours of retail e-commerce customers in Bangladesh.

3.1 Research design

The research design adopted for this study was qualitative, specifically interviews. Semi-structured interviews were chosen for this study because they are well-suited to exploring the customer experience in the e-commerce sector of Bangladesh during the COVID-19 pandemic. This approach allowed the study to gather rich and detailed data on how customers have adapted to the new normal and their perceptions of the customer experience management (CEM) practices adopted by e-commerce companies in Bangladesh. Moreover, it provided the study with the op-

portunity to explore emerging themes and patterns that might arise from the data, providing insights into the persistence of the trends that have arisen during the pandemic (Noor et al., 2022). A common way to gather qualitative data is through semi-structured interviews. When compared to semi-structured interviews, which consist entirely of predetermined questions, semi-structured interviews provide greater flexibility for the interviewer as well as the individual being interviewed (Mumford, 2015). Even though the researcher has a general list of topics or questions to guide the interview, there is room for exploration and follow-up questions, which lets them learn more about the experiences and views of the interviewees (Bryman, 2016). This method lets the researcher get detailed and nuanced information that can help with the theme analysis. In this case, the setting was the e-commerce sector of Bangladesh during the COVID-19 pandemic, and the focus was on the customer experience and the persistence of the trends that had arisen in the new normal. In qualitative research, the research design is the overall plan or strategy that is used to meet the study goals and collect data in a structured way. It includes choosing the methods, techniques, and procedures that will be used to collect and analyse qualitative data (Guest et al., 2013). Research design is like a road map for the study. It shows how the study will be done, how subjects will be chosen, and how data will be collected.

The purpose of this research was to learn more about how consumers felt about shopping online in Bangladesh during the recent COVID-19 outbreak and how long these feelings lasted. This study's design relied on in-depth data collection via methods including interviews and observations to better understand the issue at hand. Because of the complexity of the epidemic and the need of understanding people's reactions to it in the framework of the e-commerce industry, a qualitative research approach was used. The study used a qualitative research approach to dive into the nuanced intricacies and ambiguities of client interaction and how customers adjusted to the "new normal" brought on by the epidemic. In the qualitative research design, semi-structured interviews were used because of their utility in studying complex phenomena and creating an in-depth and comprehensive understanding of the research topic (Creswell & Creswell, 2014). These interviews allowed for a free-flowing discussion while still staying on topic, which allowed for a thorough investigation of customers' reactions to the changes and their views on the CEM practices adopted by e-commerce businesses in Bangladesh. In the end, this method helped gather in-depth data about consumers' alterations and their views on the e-commerce sector's CEM practises in Bangladesh during the COVID-19 epidemic. Moreover, it provided the opportunity to

explore emerging themes and patterns that might arise from the data, providing insights into the persistence of the trends that have arisen during the pandemic.

In contrast, when dealing with numerical variables and hypotheses, the quantitative research approach was considered to be superior. Data collection and analysis are given priority, allowing for statistical testing and the guaranteeing of adaptability of findings (Creswell & Creswell, 2014). This approach usually uses surveys, experiments, or observations to collect quantitative data that can be analysed using statistical methods (Johnson & Onwuegbuzie, 2004). Quantitative research gives researchers a systematic way to look at how different things are related and come to unbiased results.

However, in this study, the focus was on understanding the customer experience and the persistence of trends in the e-commerce sector of Bangladesh during the COVID-19 pandemic. Hence, a qualitative research design was more appropriate as it allowed the study to explore the experiences and perceptions of individuals in their natural settings in depth.

3.2 Data collection

For the purpose of this research, the methods of data collection that were interviews with a format that was semi-structured. In the semi-structured interviews, participants were given the chance to reflect on their experiences and perspectives through the use of open-ended questions, as described by DeJonckheere and Vaughn (2019). Semi-structured interviewees contributed thoughtfully to the study's development. During the interviews, they were given the chance to speak openly and share their insights by answering open-ended questions. By asking participants to elaborate on their experiences and ideas, the author was able to gain a richer grasp of their viewpoints via the use of open-ended questions (DeJonckheere & Vaughn, 2019). The questions were designed with two goals in mind: the first was to learn about the experiences of customers who shopped at online stores in Bangladesh during the COVID-19 pandemic, and the second was to determine the extent to which newly emerging habits lasted in the setting of the new normal.

3.3 Data analysis

Thematic analysis was used to examine the information gathered from the semi-structured interviews. The information was verbatim recorded, and the transcripts were carefully examined in order to find themes and patterns in the data. To gain a better knowledge of the consumer experience in Bangladesh's e-commerce sector during the COVID-19 pandemic and the endurance of the trends that emerged in the new normal, the data were coded and the themes were grouped into groups. Interviewing was the only data-gathering method used, and content analysis, along with some qualitative data analysis, was the only approach used for data analysis (Saunders et al., 2016). The research questions were in line with the variables of interest and research questions. The questions were prepared in English and transcribed, but the responders in Bangladesh were asked the questions in the local language so that accurate responses could be availed. Table 3 explores the coding processes of thematic analysis.

Table 3*: Code Table of Thematic Analysis (Author)*

Research Questions	Variables	Code	Sub-code
What were the customer behaviours and preferences before the pandemic?	Customer behaviours and preferences	P-COVID19-OSH-CXMB-CB • P: Pandemic • COVID19: COVID-19 pandemic • OSH: Online shopping behaviour	• Changes in online shopping behaviour during the pandemic -(OSHOP-BEHAV)
How have customer behaviours and preferences changed in the e-commerce sector of Bangladesh during the COVID-19 pandemic and how have these changes impacted customer experi-	Changes in customer behaviours and preferences, impact on customer experience management practices	P-COVID19-OSH-CXMB-CB • P: Pandemic • COVID19: COVID-19 pandemic • OSH: Online shopping behaviour • CXMB: Customer experience management practices in Bangladesh	• Changes in online shopping behaviour during the pandemic (OSHOP-BEHAV) • Factors influencing decision-making for e-commerce platforms (ECOM-DECISION) • Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Research Questions	Variables	Code	Sub-code
ence management practices?			
To what extent have e-commerce companies in Bangladesh adapted to the new normal in customer experience management during the COVID-19 pandemic, and what factors have influenced their ability to do so?	Adaptation to the new normal in customer experience management, influencing factors	P-COVID19-OSH-CXMB-CB • P: Pandemic • COVID19: COVID-19 pandemic • OSH: Online shopping behaviour • CXMB: Customer experience management practices in Bangladesh	• Factors influencing decision-making for e-commerce platforms (ECOM-DECISION) • Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)
How has the COVID-19 pandemic impacted customer satisfaction and loyalty in the e-commerce sector of Bangladesh, and what role has customer experience management played in this impact?	Impact on customer satisfaction and loyalty, the role of customer experience management	P-COVID19-OSH-CXMB-CB • P: Pandemic • COVID19: COVID-19 pandemic • CXMB: Customer experience management practices in Bangladesh • CB: Customer behaviour, satisfaction, and loyalty	• Definition of good customer experience when shopping online in Bangladesh (CXP-DEF) • Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Research Questions	Variables	Code	Sub-code
What are the best practices for enhancing customer experience management in the e-commerce sector of Bangladesh in the post-pandemic era, and how can these practices be implemented effectively?	Best practices for customer experience management, implementation strategies	I-CD-PR-SMI-AT-MOW-ISE • I: Innovation • CD: contactless deliveries • PR: Personalized recommendations • SMI: social media integration • AT: Advanced technologies • MOW: Mobile-optimized websites • ISE: Immersive shopping experience	• Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

3.4 Data analysis process

As this is a qualitative research, the analysis part did not involve statistical methods but instead utilized thematic analysis. Thematic analysis is a method of identifying, analysing, and reporting themes (patterns) within qualitative data. Table 4 involves the data analysis process.

Table 4*: Data Analysis Process (Braun & Clarke, 2006)*

Step 1. Familiarisation with the data: First, the data were reviewed and became familiar with the interview data to gain an understanding of the key topics and themes discussed by the participants.
Step 2. Coding: Then, the specific words, phrases, or concepts within the data that relate to the research question were identified and labelled. These codes were assigned to segments of the data.
Step 3. Theme development: The coded data segments were reviewed then and grouped them into broader themes based on the relationships between the codes.

Step 4. Reviewing and refining themes: The next step was to review the themes and their relationships with the codes and the data to ensure that they accurately captured the patterns and concepts within the data.
Step 5. Defining and naming themes: The following step was to define and name each theme to create a clear and concise description of its meaning and relevance to the research question.
Step 6. Reporting findings: Finally, the themes were reported and their relationships with the data were reported as well, supported by quotes or examples from the interviews, to provide a clear and compelling narrative of the research findings.

The study was able to comprehend the participants' perceptions of the observed trends and how they affected customer experience management (CEM) more thoroughly by using theme analysis. This analysis shed light on the e-commerce trends that persisted throughout COVID-19 and their implications for CEM in Bangladesh's retail e-commerce sector. Making advice for Bangladeshi merchants on how to improve their CEM strategies and adjust to the shifting trends in the e-commerce sector will be based on these observations.

3.5 Validity & Reliability

The validity and trustworthiness of the thesis topic are enhanced by the solidity of the study design, the completeness of the data collection process, and the dependability of the data analysis procedures used. The study design is reliable and appropriate for answering the research questions, guaranteeing that the information gathered is both useful and exhaustive. The method of data collection is vigilant making use of reliable methods and checking information for errors. The processes used to analyse the data are also rigorous, making use of tried-and-true methods and assuring reliable results (Golafshani, 2015).

Reliability is the consistency and stability of the study's findings, whereas validity is the extent to which a study actually measures what it claims to measure. Establishing validity and reliability in a qualitative study that exclusively uses interviews as a data-gathering method might be difficult

(Saunders et al., 2016). A careful participant selection technique was employed to choose participants for this thesis topic from Bangladesh's retail e-commerce business, ensuring that they reflect a variety of experiences and viewpoints.

In this study, the author has used the guiding principles provided in the statement to strengthen the credibility of the thesis topic. Choosing a trustworthy and acceptable methodology that is in line with the research questions is the first step in ensuring the validity of the study design. The above arrangement ensured that the data collected was both diligent and useful.

A comprehensive method of data collecting was used by the author to ensure accuracy. To ensure accuracy and consistency, relied on tried-and-true techniques and double-checked all of the data for errors. In addition to increasing reliability, the author used a standardised and clearly defined technique for data gathering and analysis. All participants were able to understand the interview questions, and the author made sure the study could be duplicated by other researchers for reliable results.

This study considered the challenges of translating discussions and explanations conducted in Bangla. The author performed the additional initiative of translating the Bangla interviews into English to assure their accuracy. The author opted for the role of translator to ensure authenticity and keep an active role in how the responses were interpreted. This method avoided the complications of relying on third-party interpreters and allowed for a more accurate grasp of the participants' experiences. The abductive method helped to modify research questions in light of what was discovered during interviews. Subjectivity was reduced as a result of standardisation and transparency in data analysis. These measures were used with the intention of increasing the study's validity, reliability, and credibility within a Bangla surroundings.

3.6 Ethical Considerations

The study abode by ethical standards such as getting participants' informed consent, protecting the privacy of the participant’s personal information, and protecting the participants from harm. Participants were made aware of the study's objectives, the type of information being gathered, and their choice to opt-out at any time. In order to maintain anonymity, the information contained in the final study pertaining to the participants was kept secret and anonymized. All of the information that was gathered during the course of the research was stored safely in order to

shield the identities of the participants and preserve the honesty of the data (Kaiser, 2009). Participants' rights and safety were protected at all times using a variety of measures. All of the participants gave their agreement after receiving a comprehensive explanation of the aims of the study, the methods used to gather data, and their unrestricted ability to withdraw from the study at any time. This was essential in bringing the ideal of voluntarism closer to fruition (Manandhar & Joshi, 2020). Finally, participants' identities and privacy were safeguarded during the dissemination of the final study or other material. The database was scrubbed of any information that could be used to identify the participants, and they were all given pseudonyms. These ethical considerations and security safeguards ensured that the concepts of informed consent, confidentiality, participant well-being, and respect for human rights were upheld. The study followed these guidelines to ensure it was conducted in a responsible manner and to ensure that the results were both accurate and useful. Previous research on the ethics of data collection has notably highlighted the necessity of participant anonymity and informed permission in order to cultivate trust and maintain the integrity of the research process. This has been done in order to foster and protect the integrity of the research process. Before participants provide their agreement to take part in a study, it is imperative that ethical issues be considered to guarantee that their identities will be safeguarded and that they will have a complete comprehension of the objectives, methods, and potential dangers of the study (Mootz, 2019). This study tried to uphold high ethical standards in data collection and analysis by following to these guidelines and consulting pertinent literature.

Informed consent was obtained from participants, and their privacy and safety were both protected during each phase of this study. All participants were informed of the study's goals and given the opportunity to withdraw their participation at any time. All participants' identities were concealed and kept anonymous in the final research. Confidentiality was ensured for all data by using secure storage. High ethical standards in data collection and analysis were maintained by following these rules and examining appropriate literature.

4 Data Analysis and Technique

The derived data now has to be analysed to ascertain the findings. This ensured the appropriateness, understandability, and significance of the produced data. In contrast to quantitative data, qualitative data comes from a variety of sources, such as words, photographs, and documents, as mentioned by Saunders et al. (2016). In this research, thematic data analysis techniques have been actively used. The method is theoretically adjustable, which distinguishes theme analysis from other qualitative data analysis techniques (Braun & Clarke, 2006). They also note that theme analysis works well with a wide range of research topics in addition to analysing a variety of qualitative data, such as media, transcripts, interviews, etc. To prevent bias, such as emotions, from being present during the encounter, the interviews in the current study were initially conducted utilising the Teams video conferencing platform. This study used six steps of thematic analysis based on Braun and Clarke (2006).

4.1 Qualitative Data Analysis Techniques

The core of qualitative data is non-numerical information, which includes interview notes, notes, films, audio recordings, images, texts, and documents. The basic data for the present inquiry was gathered via interview transcripts. According to Braun and Clarke (2007) there are five categories of qualitative data analysis: content analysis, narrative analysis, discourse analysis, framework analysis, and grounded theory. The concept is examined in other contexts to determine whether they support it. In this study, the interview responses were examined using thematic analysis, which involved familiarisation, coding, category development, topic review, theme definition and naming, and writing up the final results. One can analyse qualitative data using the three methods listed below. According to Braun and Clarke (2007) the first step in qualitative interview analysis is the construction and use of codes. For data coding and subsequent data categorization, the transcript is necessary. In keeping with this, a code might be a word or a group of words that represent a subject or an idea. The coding is broken down into three stages, including open coding, where the original raw data must be understood, axial coding, which is the connection or link between the categories of codes, and selective coding, which can construct a narrative by connecting the categories (Braun & Clarke, 2007). In this study, open coding was used.

4.2 Thematic analysis

Interviews with retail e-commerce industry participants were undertaken in order to better understand how the COVID-19 epidemic has affected customer experience patterns in Bangladeshi retail e-commerce. Thematic analysis was used to find recurring themes and patterns in the interview data (Braun & Clarke, 2007). Table 5 provides an overview of the main conclusions drawn from the analysis, including shifts in consumer preferences and behaviour, difficulties experienced by e-commerce businesses, and methods for adjusting to the new normal. Table 5 is obtained from the interview transcripts using thematic analysis.

Table 5*: Thematic analysis (Self Elaboration)*

Themes	Categories	Codes
Changes in Customer Behaviour and Preferences	• Impact of COVID-19 pandemic on online shopping behaviour in Bangladesh's e-commerce industry • Changes in customer behaviour and preferences during the pandemic	• Changes in online shopping behaviour during the pandemic (OSHOP-BEHAV) • Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)
Customer Experience Management Practices	• Customer experience management practices of e-commerce companies in Bangladesh • New e-commerce platforms were tried by the respondent.	• Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT) • Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)
Impact on Customer Satisfaction and Loyalty	• Factors that influence customer satisfaction and loyalty in e-commerce • Impact of these measures on customer satisfaction and loyalty in Bangladesh's e-commerce industry	• Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Future Trends in the E-commerce Industry	Likelihood of pandemic-induced changes continuing post-pandemic	

4.3 Interview Guide

The author used an interview guide as a "cheat sheet" during the interview. It contains a list of inquiries and subject topics for study that need to be covered during the interview process, but it is not verbatim or in any particular order; rather, it serves as an aide-memoire. The author typically has a list of prepared questions, but they are merely used as a guide, and deviations from the standards are not considered as a problem but are frequently encouraged, according to Silverman (2013). In line with this idea, the author could add supplementary questions concerning unanticipated but pertinent topics that come up throughout the interview process or aspects that the respondent has not addressed or has missed. Contrarily, it is crucial to remember that the participants are the interview's primary emphasis and that it is preferable to ask them questions about their own experiences based on several earlier researches. The interview can begin with straightforward inquiries that are simple to understand, get factual responses, and put the participants at ease (Mason, 2002). To avoid offending the participants, avoid asking questions in the interview that are overly personal.

One of the key aspects of the interview process is timing. The length of the interviews in this study varies since different participants have different levels of fluency and expertise. Therefore, it is preferable to think about/highlight the main questions that need the most clarification.

4.4 Group of Interviews

According to Bryman and Bell (2006) individuals in research are comprised of all relevant elements to the subject of study. Additionally, Silverman (2013), Patton (2002), and (Mason, 2002) point out that there isn't a set formula that can be reliably used to determine the group of interviews size in qualitative research. Customers who used e-commerce services during Bangladesh's COVID-19 pandemic make up the study's group of interviewees. Ten Respondents who were chosen based on the selection criteria make up the group of interviews size for this study. The respondents were chosen from among the e-commerce using relatives, ex-colleagues and family

members of the author in Bangladesh. The group of interviews comprised customers who began making purchases from e-commerce websites both before and after the COVID-19 pandemic. Ten respondents made up the proper group of interviews size for this study since it allowed for a thorough examination of the research issues through qualitative interviews and theme analysis.

4.5 Interview Transcriptions

According to Kvale (2007) one of the most important jobs before data analysis is data transcribing. The interviews were carried out using an online audio-conferencing tool (Teams) because the author was unable to travel abroad for this study. The resulting interviews were auto-generated transcripts after obtaining consent from all participants (respondents). Each interview lasted, on average, between 30 and 60 minutes. Because it is private and could cause privacy concerns, information about the participants and their employers is withheld from these interviews.

These interview data must be accurately written, generated word for word, or only generated with the most fundamental answers to the questions posed, even though there are no universally accepted standards for doing so (Kvale, 2007). According to Kvale (2007) the transcription of interview data is an important step since it must deal with several complex issues, such as moving words from spoken to written form. According to Morse (1999) it enhances the researcher's credibility to feel at ease with each instance that might be reviewed and leads to a comparison of the outcomes. Following the transcription of the interview data, the last step is data analysis.

Interview transcriptions emphasise the significance of data transcription and analysis in this study. Since it was difficult to meet in person for the interviews, interviews were held via an online audio-conferencing platform. Participants gave their permission for their interviews to be transcribed into writing. Word-for-word transcription and a condensed version highlighting key points from the interviews were created. Since transcription involves placing spoken words on paper, it is an important procedure that raises a number of tricky problems that must be addressed.

Data analysis followed when interview transcripts were completed. Data analysis is the process of studying and evaluating interview transcripts to draw conclusions and establish patterns or themes. In order to answer the research questions and derive meaningful inferences from the data, this analysis is essential.

4.6 Respondents

The selection of respondents for a study's group of interviews is an important phase in qualitative research because it is fundamental to the study's validity (Curtis et al., 2000). According to Patton (2002) qualitative research purposefully focuses on relatively small group or possibly only one example. In order to ensure that a qualitative study's findings are reliable, the participants must be carefully chosen. In this study, ten participants from Bangladesh who had utilized various e-commerce platforms were chosen as a group of interviews, along with previous co-workers, acquaintances, and family members, to take part in extensive semi-structured interviews. Prior to the real interviews, a pilot test was undertaken to make sure that all participants understood the interview questions. The interview's semi-structured format allowed for flexibility and in-depth answers to the research topics.

The participants had plenty of opportunity to voice their ideas, which helped uncover important details about the changes in customer experience management (CEM) practices in the retail e-commerce sector of Bangladesh during the COVID-19 pandemic, and how likely are these changes to persist in the post-pandemic era. It can take a skilled transcriber anywhere from six to eight hours to transcribe one hour of spoken language. The task of transcribing involves the process of turning spoken language into written text, and the amount of time necessary to complete this activity can vary based on a variety of criteria including the intricacy of the topic, the speaker accents, and the quality of the audio (Fox et al., 2021). Table 6 contains information on the contestants.

Table 6*: Contestants' Information*

Respondent	Gender	Nationality	Duration
Respondent - 1	Female	Bangladeshi	45 minutes
Respondent - 2	Male	Bangladeshi	30 minutes
Respondent - 3	Female	Bangladeshi	30 minutes

Respondent	Gender	Nationality	Duration
Respondent - 4	Male	Bangladeshi	42 minutes
Respondent - 5	Female	Bangladeshi	37 minutes
Respondent - 6	Female	Bangladeshi	35 minutes
Respondent - 7	Male	Bangladeshi	45 minutes
Respondent - 8	Male	Bangladeshi	40 minutes
Respondent - 9	Male	Bangladeshi	35 minutes
Respondent - 10	Male	Bangladeshi	45 minutes

5 Discussion of findings

This section explored the effects of the COVID-19 pandemic on Bangladesh's e-commerce industry with an emphasis on consumer behaviour, preferences, and experience management techniques. Analysis of the research's findings and conclusions provided new information about the changes that the pandemic brought about to Bangladesh's e-commerce sector. The study also provides a discussion of the results' thematic analysis and upcoming developments in Bangladesh's e-commerce market.

5.1 Discussion of the thematic analysis result

The COVID-19 epidemic has caused tremendous economic disruptions, and in these times, the e-commerce sector has flourished. More customers are choosing online shopping for their daily needs as a result of physical stores closing and the requirement for social isolation. This trend is also present in Bangladesh, where e-commerce firms like Daraz.com are reporting increased demand. This study focuses on how the pandemic has affected Bangladeshi consumers' online shopping habits, with a particular focus on Daraz.com's customer experience management (CEM) procedures.

Theme-1: Changes in Customer Behaviour and Preferences

In Bangladesh, the epidemic has significantly altered consumer behaviour and preferences. Customers are flocking to internet shopping as a safer and more practical alternative as physical establishments close or operate at reduced capacity. Customers are favouring contactless payment methods and home delivery, and they are more price-sensitive than previously because the pandemic's economic effects have left many people in need of assistance. Quoting some of the responses from the interviewees regarding contactless payments here:

According to Respondent 4 -

> *"Yes, I have. During the pandemic, I noticed that e-commerce companies in Bangladesh have increased their communication with customers, especially regarding safety measures and hygiene protocols. They have been proactive in informing customers about their efforts to ensure safe deliveries, such as contactless delivery options and increased*

sanitization measures. I have also received more frequent updates on product availability, delivery delays, and other relevant information during the pandemic."

… From my limited experience, I believe that the changes made by e-commerce companies to adapt to the pandemic, such as contactless deliveries and better customer support, have been impressive. These improvements have made shopping online more convenient and safer for customers like me.

E-commerce businesses in Bangladesh have been compelled to adjust to these shifting consumer preferences in order to stay competitive. Numerous companies have introduced novel features like contactless delivery, adaptable payment methods, and improved customer service. To make sure they can fulfil the rising demand for critical items, businesses have also made investments in their supply chains. During a trying time, these procedures have aided in preserving customer satisfaction and loyalty.

Theme-2: Customer Experience Management Practices

To meet the ever-changing demands of their clientele, successful e-commerce companies like Daraz.com have adopted a wide range of customer experience management strategies. Daraz.com's online and app user interfaces have been revamped to make them more inviting and intuitive to use. As an example of a reply about CEM procedures, consider the following:

According to Respondent 2 -

In my view, there are several components that contribute to a satisfying online purchasing experience for Bangladeshi consumers. First and foremost, the website or app has to be user-friendly, stocking a broad variety of items and including an effective search bar. The rates must also be reasonable and up-front, without any sneaky add-ons. Third, several different payment methods, such as credit cards, debit cards, and cash on delivery, should be offered. In addition, the shipment must be delivered quickly, accurately, and securely, and tracking information must be made available. Last but not least, there has to be reliable customer care provided, with kind and knowledgeable agents who can resolve any problems that may arise.

In addition, they have honed their logistics and delivery abilities to ensure timely shipping and smooth order processing. Daraz.com has used state-of-the-art technology, such as chatbots and AI-powered customer assistance, to provide customised and efficient service to its clientele. The following is a summary of responses from the interview that pertain to chatbot use:

According to Respondent 9-

> *…As for future trends, I think there will be a continued emphasis on improving the customer experience through technology, such as personalized recommendations and chatbots for customer service. It would also be great to see more efforts towards sustainability, such as reducing packaging waste and promoting environmentally friendly products.*

Theme-3: Impact on Customer Satisfaction and Loyalty

Customer loyalty and happiness have increased as a result of Bangladeshi e-commerce enterprises implementing customer experience management practices. Almost all of the respondents have become loyal to specific e-commerce companies. Some examples of the responses are given below:

According to Respondent 1-

> *…Yes, I have noticed some changes in my loyalty to specific e-commerce companies during the pandemic. In particular, I have become more loyal to companies that have taken extra steps to ensure the safety of their customers, such as offering contactless delivery and providing hand sanitizer with deliveries. I have also become more loyal to companies that offer good customer service, with representatives who are helpful and responsive.*

> *…Yes, my loyalty to Daraz.com has increased during the pandemic due to their ability to provide a seamless and hassle-free shopping experience, with a wide range of products and competitive pricing.*

Customers like the comfort and security of online purchasing, and the extra services offered by businesses like Daraz.com have enhanced the experience. Customers are now more likely to stick with e-commerce businesses for their future shopping needs, which has increased customer loyalty. A higher level of consumer satisfaction has also resulted from the utilisation of client input to enhance the online purchasing experience. When it comes to the question of an increase in

consumer satisfaction, it has been observed from the responses that the respondents were highly satisfied with the CEM practices adopted by the companies. A few of the responses regarding such are mentioned below:

According to Respondent 8-

> *…Daraz.com has shown exceptional customer service by ensuring the timely delivery of products, maintaining a user-friendly website and app, providing clear and transparent communication about product availability and delivery delays, and offering reliable customer support. These factors have contributed to my increased satisfaction as a customer and have resulted in my loyalty towards Daraz.com.*

> *…E-commerce companies that have adapted to the challenges posed by the pandemic by ensuring timely deliveries, maintaining stock levels, and providing excellent customer service have been able to retain customer satisfaction and loyalty. On the other hand, companies that have struggled with these aspects have faced a decline in customer satisfaction and loyalty. Communication with customers, addressing their concerns promptly, and providing reliable services have been key factors in maintaining customer satisfaction and loyalty during these challenging times. It has become more important than ever for e-commerce companies to prioritize customer experience management to retain and attract loyal customers during the pandemic.*

Theme-4: Future Trends in the E-commerce Industry

In Bangladesh, the e-commerce sector's growth has been spurred by the COVID-19 pandemic, and this tendency is anticipated to last even after the pandemic. Demand for e-commerce businesses like Daraz.com will only rise as more people grow accustomed to purchasing online. In order to stay competitive, businesses will need to keep making investments in their customer experience management strategies. To know whether the trends that arising during the pandemic will persist for long or not, a few of the statements from the respondents are stated here:

According to Respondent 7-

> *…I think some of the changes made by e-commerce companies during the pandemic to improve customer experience will continue even after the pandemic is over. For example,*

> *the emphasis on safety measures and contactless delivery options is likely to remain important to customers even after the pandemic. Additionally, the trend towards more personalized and convenient shopping experiences is likely to continue as well.*

> *…One improvement I would like to see in the customer experience provided by e-commerce companies in Bangladesh is more customization options. For example, some companies offer customization for products like t-shirts, but I would like to see more options for customization in other product categories as well. I would also like to see more payment options, such as the ability to pay with mobile wallets or cryptocurrencies.*

Increased use of AI-powered chatbots for customer service and the incorporation of augmented reality (AR) and virtual reality (VR) technologies for an immersive shopping experience may be future trends in the e-commerce sector. 02 responses related to AR and VR are mentioned worthy and those are:

According to Respondent 5-

> *…I think the use of artificial intelligence (AI) and virtual reality (VR) will have a significant impact on the customer experience in Bangladesh's e-commerce industry. AI can be used to personalize the customer experience by recommending products based on the customer's preferences and past purchases. VR can be used to provide a more immersive shopping experience where customers can see products in a virtual environment before making a purchase.*

According to Respondent 10-

> *"…I also anticipate the integration of emerging technologies such as augmented reality (AR) and virtual reality (VR) to enhance the online shopping experience, providing more interactive and immersive experiences for customers. Additionally, Sustainability and ethical practises are projected to become increasingly important for e-commerce enterprises as customer consciousness and concern for social and environmental problems rise."*

Businesses and consumers in Bangladesh have been profoundly affected by the ongoing COVID-19 outbreak. To accommodate shifting consumer needs and preferences, e-commerce businesses have had to modify their customer experience management procedures. Customer happiness and

loyalty have grown as a result of these adjustments, resulting in higher customer retention rates and revenue. Bangladesh's e-commerce market is expected to expand further, and in order to stay competitive, businesses will need to adjust to shifting consumer demands. Adopting innovative solutions will be essential to ensuring the success of e-commerce businesses in Bangladesh as consumer expectations continue to change.

5.2 Findings of Results & Interpretation

The COVID-19 pandemic has significantly altered consumer behaviour and preferences in Bangladesh's e-commerce market. As more people turn to online buying due to safety concerns, e-commerce businesses have had to quickly adjust to accommodate the changing needs of clients throughout the pandemic. Customer experience management techniques are now even more essential for giving customers a secure and hassle-free buying experience. This study looks at how Bangladesh's retail e-commerce industry has been affected by the COVID-19 epidemic in terms of consumer preferences and behaviour as well as practises for CEM. Also, look at the elements that have affected e-commerce enterprises' capacity to adjust to the new normal and the extent to which they have done so. Finally, examine how the pandemic has affected customer loyalty and happiness, as well as what role CEM has played in this.

- **How have customer behaviours and preferences changed in the e-commerce sector of Bangladesh during the COVID-19 pandemic and how have these changes impacted customer experience management practices?**

In Bangladesh's e-commerce industry, the COVID-19 epidemic has significantly altered consumer behaviour and preferences. Traditional e-commerce platforms are no longer required as a result of the growing popularity of online shopping, which is driven by consumers' concerns over their own safety. Since customers' needs are changing as a result of the pandemic, customer experience management practises are even more essential. E-commerce businesses have to immediately adjust to the new norm and give customers a secure and easy shopping experience. To ensure client safety, numerous safeguards have been put into place, including contactless delivery and improved hygiene practices.

- **To what extent have e-commerce companies in Bangladesh adapted to the new normal in customer experience management during the COVID-19 pandemic, and what factors have influenced their ability to do so?**

Due to the COVID-19 epidemic, e-commerce businesses in Bangladesh have had to immediately adjust to the new standard for customer experience management. The scale of the business, the degree of digitization, and the accessibility of resources are only a few examples of the variables that have an impact on an organization's capacity to adapt. Businesses that have access to resources and a strong digital infrastructure have done better at adjusting to the new normal. Smaller businesses with fewer resources, on the other hand, have had a difficult time adjusting to the new norm.

- **How has the COVID-19 pandemic impacted customer satisfaction and loyalty in the e-commerce sector of Bangladesh, and what role has customer experience management played in this impact?**

In Bangladesh's e-commerce industry, the COVID-19 pandemic has significantly impacted consumer happiness and brand loyalty. To keep customers, e-commerce businesses have had to put in place a variety of techniques, including loyalty programmes and personalised suggestions. Customer loyalty and happiness have become more of a priority as a result of rising competition among e-commerce platforms. The effectiveness of these tactics in keeping clients throughout the epidemic has brought to light the significance of CEM practises in the e-commerce sector. Businesses that were able to give clients a secure and easy buying experience during the pandemic have done better at keeping customers.

6 Conclusion, Limitations and Recommendations

The Bangladeshi e-commerce sector has seen substantial changes as a result of the COVID-19 outbreak. The number of new online shoppers has increased as consumers have chosen online shopping as a safer and more practical option. Providing personalised communication, better customer service, and safety precautions are just a few of the ways that e-commerce businesses have had to adjust their customer experience management practices to match evolving customers' wants and preferences. Maintaining the customer's happiness and loyalty requires offering an effective and dependable online buying experience

6.1 Recommendations

Shopping patterns have been significantly impacted by the COVID-19 outbreak, particularly in Bangladesh. Since more and more people are using online platforms to buy products and services, the epidemic has accelerated the expansion of e-commerce in Bangladesh. The pandemic has caused consumers to have new standards for the customer experience. When shopping online, they now prioritize comfort, adaptability, and safety. To stay competitive, e-commerce companies in Bangladesh must adjust to these new demands. Several suggestions can be made for e-commerce businesses in Bangladesh based on the findings of the thematic analysis:

- Online retailers should keep an eye on consumer behaviour and preferences and adjust their operations, as necessary. Offering alternative payment methods, introducing contactless delivery, and investing in their supply chain to guarantee prompt delivery of vital goods are a few examples of how to do this.
- E-commerce businesses need to keep investing money into their CEM strategies if they want to compete. This could entail strengthening their shipping and logistics skills, adding cutting-edge solutions like chatbots and AI-powered customer care, and improving the user interfaces of their website and mobile apps.
- In order to enhance the online buying experience, e-commerce businesses should aggressively seek out client input. This might entail adding functions that clients have requested, resolving frequent grievances, and utilising client comments to enhance client services.

- E-commerce businesses should stay current with modern technology and think about integrating them into their online buying experiences. This could involve using augmented reality (AR) and virtual reality (VR) technologies to provide an immersive shopping experience or increasing the use of chatbots with AI for customer service.

These suggestions will help Bangladeshi e-commerce businesses better cater to the demands and preferences of their shifting client base, improve the online buying experience, and stay competitive in the expanding e-commerce market.

Some other recommendations might help e-commerce businesses in Bangladesh, those are -

- Pay attention to convenience: Customers expect to be able to shop swiftly and easily online. Make sure the website is simple to use and browse, and that the checkout procedure is quick and uncomplicated.
- Offer a range of various payment methods: Because not all customers have credit cards, be careful to provide a range of payment choices, including cash on delivery, bank transfer, and mobile payments.
- Offer detailed and correct product information: When purchasing products online, customers expect to be able to make educated judgments. As well as providing high-quality product photographs, make sure the product descriptions are precise and clear.
- Provide prompt and dependable delivery: Customers desire rapid and hassle-free delivery of their products. Make sure the shipping partner is dependable and that the delivery estimates are precise and transparent.
- Offer top-notch customer support: No matter how excellent the website and products are, something will inevitably go wrong from time to time. A staff of customer care representatives should be on hand to assist clients with any issues they might experience.
- Consider using regional tongues: In Bangladesh, many shoppers prefer to conduct business in their mother tongue. Ensure that the website and promotional materials are accessible in Bangla if possible.
- Partner with neighbourhood businesses: Businesses may reach a larger audience and give customers a more complete shopping experience by collaborating with neighbourhood businesses. For instance, organizations might collaborate with a nearby delivery service to provide same-day delivery or with a nearby payment processor to provide cash on delivery.

- Use social media to advertise businesses: Social networking is a fantastic tool for connecting with potential customers and marketing for the company. Ensure that the operations of specific organizations are active on social media and that they constantly post interesting information. These suggestions can help Bangladeshi e-commerce companies enhance consumer satisfaction and expand their market share.

6.2 Conclusion

The COVID-19 pandemic has resulted in a rapid expansion of e-commerce in Bangladesh, with projections indicating that this trend will persist. In order to satisfy evolving customer demands and expectations, it is imperative for businesses to maintain a culture of innovation and adaptability. In order to ensure a smooth and personalised e-commerce experience, it is imperative to allocate resources towards advanced technologies such as machine learning and artificial intelligence. Moreover, in order to maintain competitiveness and customer retention, e-commerce enterprises must address the requirements of diverse age cohorts, particularly the elderly people. The COVID-19 pandemic has underscored the necessity of customer experience management within Bangladesh's e-commerce sector. In order to provide customers with a reliable, efficient, and personalised online purchasing experience, businesses must exhibit vigilance, adaptability, and creativity.

6.3 Limitation

The study has some restrictions. First off, the study exclusively considers how consumers interacted with online shopping in Bangladesh during the COVID-19 pandemic, therefore its conclusions might not apply to other situations or epochs. Second, the study's group of interviews size is somewhat small, which might reduce the findings' representativeness. Third, the study relied on self-reported experiences and impressions for its data gathering, which makes them vulnerable to recall or social desirability bias. The findings may not be quantitative or statistically significant as a result of the study's qualitative design, which may also limit the findings' applicability to other groups or circumstances.

The findings may not be applicable to other periods or circumstances because the study was carried out during the COVID-19 epidemic. For instance, it is possible that the conclusions do not

apply to the time before the pandemic or to other nations that were not as badly hit by it. The group of interviews size was somewhat modest. Because of this, it is possible that the results do not accurately reflect all Bangladeshi customers. For instance, the conclusions could not apply to consumers who reside in rural areas or to consumers from various socioeconomic backgrounds. This indicates that the researcher chose the participants based on their familiarity with or expertise in the study's subject. Due to the participants' potential increased propensity to express favourable or negative opinions towards internet purchasing, this may have skewed the study's findings.

Self-reported information was used in the study. In other words, the participants were asked to express their own opinions and sentiments towards internet buying. Due to the participants' potential for forgetting or having inaccurate memories, recall bias may have resulted. The investigation was of a qualitative nature. In other words, the results were not statistically significant. The findings may not be applicable to other groups or situations as a result, which could restrict their capacity to be generalised. These are just a few of the study's limitations, it is vital to remember that. There might be further restrictions that were not covered here. It is also critical to remember that the study's shortcomings do not imply that it is infallible. When analysing the results of the study, it's crucial to be mindful of the study's limitations.

6.4 Direction of the future studies

Some scopes are remaining to function in this area further. Here are some recommendations for more study on the aforementioned thesis topic:

- Investigate how various customer experience management (CEM) elements affect consumer behaviour in Bangladesh. How, for instance, do varying payment methods, turnaround times, and levels of customer service influence consumer purchasing decisions?
- In Contrast Bangladeshi customers' CEM expectations with those of consumers in other nations. Are there any significant disparities between what customers anticipate from e-commerce companies?
- Look into how modern technologies are affecting customer experience in the e-commerce sector. How, for instance, are chatbots, AI, and AR/VR being used to enhance the CEM of e-commerce businesses?

- The e-commerce sector is not always well served by the current CEM measurements and measuring tools. To measure the particular characteristics of the CEM in the e-commerce environment, new metrics and technologies are required.

These are only a handful of the various paths that further research on the aforementioned thesis topic may go. Researchers can learn more about how to enhance the CEM of e-commerce enterprises in Bangladesh and throughout the world by undertaking research in these areas. In addition to the foregoing, there must be an emphasis on the necessity of keeping in mind the e-commerce industry's dynamic nature. It is critical for e-commerce companies to be able to modify their CEM strategy as innovative technology and trends develop. E-commerce companies can guarantee that they are giving their clients the finest CEM by staying ahead of the curve.

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8 Appendix 1

Interview Questions

The below section shows the full set of interview questions.

Step 1: Introduction

- Could you please introduce yourself and tell me a little about your online shopping experience during the COVID-19 pandemic in Bangladesh?
- How frequently do you shop online, and what types of products do you typically purchase?

Step 2: Changes in Customer Behaviour and Preferences

- How has the COVID-19 pandemic affected your online shopping behaviour and preferences on e-commerce platforms (Daraz.com) in Bangladesh?
- Have you tried new e-commerce platforms or marketplaces (Daraz.com) during the pandemic that you hadn't used before?
- Have you noticed any changes in your decision-making process when choosing which e-commerce company (Daraz.com) to shop with, compared to before the pandemic?

Step 3: Customer Experience Management Practices

- What do you think constitutes a good customer experience when shopping online in Bangladesh?
- Have you observed any changes in how e-commerce companies (Daraz.com) in Bangladesh interact with their customers during the COVID-19 pandemic?
- In your opinion, how have e-commerce companies (Daraz.com) in Bangladesh adapted to the new normal in customer experience management during the pandemic?
- What factors do you think have influenced e-commerce companies' (Daraz.com) ability to adapt to the new normal in customer experience management during the pandemic?

Step 4: Impact on Customer Satisfaction and Loyalty

- How has your experience as a customer on e-commerce platforms (Daraz.com) in Bangladesh been during the COVID-19 pandemic?
- Have you noticed any changes in your loyalty to specific e-commerce companies (Daraz.com) during the pandemic, and why?
- In your opinion, how has customer experience management played a role in the impact of the pandemic on customer satisfaction and loyalty in Bangladesh's e-commerce industry?

Step 5: Future Trends

- Do you think the changes that e-commerce companies (Daraz.com) made during the pandemic to improve customer experience will continue even after the pandemic is over?
- What improvements or changes would you like to see in the customer experience provided by e-commerce companies (Daraz.com) in Bangladesh in the future?
- In your opinion, what are some future trends or developments that you think will impact the customer experience in Bangladesh's e-commerce industry?

Step 6: Conclusion

- Do you have any final thoughts or comments on post-COVID-19 customer experience trends in Bangladesh's retail e-commerce industry that you would like to share?

9 Appendix 2

Thematic Analysis

INTERVIEW -1

Familiarize yourself with the data

This is a great interview with a frequent online shopper in Bangladesh during the COVID-19 pandemic. The interviewee discusses how their online shopping behaviour and preferences changed during the pandemic, including trying out new e-commerce platforms and paying more attention to safety measures implemented by companies. They also talk about what constitutes a good customer experience when shopping online, such as user-friendly platforms, clear product information, convenient payment options, and fast and reliable delivery. The interviewee notes that e-commerce companies in Bangladesh have adapted to the new normal by enhancing their online platforms, focusing on safety and hygiene measures, and introducing flexible return and exchange policies. They attribute these changes to factors such as the health and safety of employees and customers, technological capabilities, customer feedback and preferences, and government regulations and guidelines. Finally, the interviewee mentions that their loyalty to specific e-commerce companies, such as Daraz.com, has increased during the pandemic due to positive customer experience management practices.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during the pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for theme

The main theme of the interview is the impact of the COVID-19 pandemic on online shopping behaviour and customer experience management practices in Bangladesh, specifically on e-commerce platforms such as Daraz.com. The interview covers topics such as changes in customer behaviour and preferences, customer experience management practices, and the impact of these changes on customer satisfaction and loyalty. The respondent shares their experience as a frequent online shopper and discusses how e-commerce companies have adapted to the new normal during the pandemic to provide a safe and seamless shopping experience. Overall, the interview highlights the significant role played by e-commerce companies in meeting the evolving needs of customers during the pandemic.

- Impact of the COVID-19 pandemic on online shopping behaviour
- Customer experience management practices in Bangladesh
- E-commerce platforms such as Daraz.com
- Changes in customer behaviour and preferences
- Impact of changes on customer satisfaction and loyalty
- Respondent's experience as a frequent online shopper
- Adaptation of e-commerce companies to the new normal
- Providing safe and seamless shopping experience
- Significant role of e-commerce companies in meeting evolving customer needs during the pandemic.

Review the theme

The provided theme accurately summarizes the main points of the interview, including the impact of the pandemic on online shopping behaviour and customer experience management practices in Bangladesh, as well as the role played by e-commerce companies such as Daraz.com in meeting the evolving needs of customers. The use of bullet points makes the theme easy to read and understand.

Name and define the theme

The above theme can be named as "The impact of COVID-19 on online shopping behaviour and customer experience management practices in Bangladesh". It refers to how the COVID-19 pandemic has affected the way people in Bangladesh shop online and how e-commerce companies like Daraz.com have adapted their customer experience management practices to meet the changing needs and preferences of customers during the pandemic. This theme covers the topics of changes in customer behaviour and preferences, customer experience management practices, and their impact on customer satisfaction and loyalty. The overall focus is on the significant role played by e-commerce companies in meeting the evolving needs of customers during the pandemic.

Report:

The COVID-19 pandemic has significantly impacted various sectors and industries worldwide, and the e-commerce industry is no exception. In a recent interview, the impact of the pandemic on online shopping behaviour and customer experience management practices in Bangladesh was discussed, specifically on e-commerce platforms such as Daraz.com.

The main theme of the interview was the impact of COVID-19 on the e-commerce industry in Bangladesh. The discussion covered several topics related to changes in customer behaviour and preferences, customer experience management practices, and the impact of these changes on customer satisfaction and loyalty.

One of the significant changes observed during the pandemic was the shift in customer behaviour towards online shopping. The respondent, a frequent online shopper, highlighted that the pandemic had led to an increase in online shopping, as customers avoided going to physical stores to reduce the risk of contracting the virus. This shift in behaviour has led to a significant increase in demand for e-commerce platforms, which have had to adapt to meet the evolving needs of customers.

The discussion also highlighted the importance of customer experience management practices during the pandemic. E-commerce companies have had to adapt quickly to the new normal and provide a safe and seamless shopping experience for customers. The respondent discussed how e-commerce companies have implemented various measures such as contactless delivery and enhanced hygiene protocols to ensure customer safety during the pandemic.

The impact of these changes on customer satisfaction and loyalty was also discussed. The respondent highlighted that the pandemic had led to increased competition among e-commerce platforms in Bangladesh, with companies vying to provide the best customer experience. This

increased competition has led to a greater focus on customer satisfaction and loyalty, with companies implementing various strategies such as personalized recommendations and loyalty programs to retain customers.

Overall, the interview highlighted the significant role played by e-commerce companies in meeting the evolving needs of customers during the pandemic. The discussion covered several critical themes related to the impact of the pandemic on the e-commerce industry in Bangladesh, providing insights into the challenges faced by e-commerce companies and the strategies implemented to overcome them.

INTERVIEW-2

Familiarize with the data

This is an interview between an interviewer and a respondent from Bangladesh, who frequently uses e-commerce platforms such as Daraz.com, chaldal.com, rokomari.com, priyoshop.com, othoba.com, and ajkerdeal.com. The respondent highlights how the COVID-19 pandemic has affected their online shopping behaviour, and how they started using e-commerce platforms frequently for purchasing goods during the lockdowns and social distancing measures. The respondent has tried new e-commerce platforms such as chaldal.com for grocery shopping and priyoshop.com for personal care and household items. They have also noticed changes in their decision-making process, where they now prioritize safety measures, hygiene protocols, and reliable customer service. The respondent believes that a good customer experience involves user-friendly websites, reliable and on-time delivery, proper packaging, responsive customer service, and maintaining the privacy and security of customer information. The respondent observes that e-commerce companies in Bangladesh have adapted to the new normal in customer experience management by implementing stricter safety protocols, introducing contactless delivery options, offering special discounts, and increasing their product range. The respondent has faced some challenges during the pandemic, such as longer delivery times and product unavailability, but overall, they have managed to get most of what they needed online.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for theme

The main theme of the above interview is the impact of the COVID-19 pandemic on online shopping behaviour and customer experience management practices in Bangladesh. The interviewee discusses how the pandemic has affected their online shopping behaviour, the changes they have observed in customer decision-making, and the adaptations made by e-commerce companies in Bangladesh to maintain customer satisfaction and loyalty during the pandemic. They also highlight the importance of safety measures and reliable customer service for a good customer experience when shopping online.

Theme: Changes in Customer Behaviour and Preferences and Customer Experience Management Practices during the COVID-19 Pandemic in Bangladesh.

- Changes in customer behaviour and preferences on e-commerce platforms during the COVID-19 pandemic.
- Increase in the frequency of online shopping for essential items and other products.

- Exploration and use of new e-commerce platforms and marketplaces during the pandemic.
- Changes in decision-making process when choosing an e-commerce platform, including safety measures, hygiene protocols, and reliable customer service.
- Elements of a good customer experience when shopping online in Bangladesh: user-friendly website/app, clear and accurate product descriptions, reliable and on-time delivery, proper packaging, responsive customer service, and privacy/security of customers' personal information.
- Adaptations in customer experience management practices by e-commerce companies during the pandemic, including stricter safety protocols, contactless delivery options, special discounts or promotions, and increased product range.
- Factors influencing e-commerce companies' ability to adapt to the new normal in customer experience management during the pandemic: investment in safety measures and technology infrastructure, support and cooperation of employees and delivery personnel, and evolving guidelines and regulations from government and health authorities.
- Challenges faced by customers during the pandemic, such as longer delivery times, delays in receiving orders, and limitations on the availability of certain items.
- Overall impact of changes on customer satisfaction and loyalty on e-commerce platforms in Bangladesh during the pandemic.

Review the theme

The main theme of the above interview is the impact of the COVID-19 pandemic on online shopping behaviour and customer experience management practices in Bangladesh. The interviewee shares their perspective on how the pandemic has affected online shopping behaviour, customer decision-making, and e-commerce companies' adaptation to maintain customer satisfaction and loyalty. Additionally, the interviewee emphasizes the significance of safety measures and reliable customer service in providing a good customer experience while shopping online.

Name and define the above theme

The theme of the above interview is "The Impact of COVID-19 on Online Shopping Behaviour and Customer Experience Management Practices in Bangladesh". This theme encompasses the various effects that the pandemic has had on the way people shop online in Bangladesh, as well as the measures taken by e-commerce companies to adapt to these changes and maintain customer satisfaction. It also highlights the importance of safety measures and reliable customer service for a positive online shopping experience.

Report:

Impact of the COVID-19 Pandemic on Online Shopping Behaviour and Customer Experience Management Practices in Bangladesh

The COVID-19 pandemic has affected various aspects of people's lives, including their shopping behaviour. The shift to online shopping has been accelerated due to lockdowns and social distancing measures. In Bangladesh, the impact of the pandemic on online shopping behaviour and customer experience management practices has been significant.

The main theme of the interview conducted on this topic was the impact of the COVID-19 pandemic on online shopping behaviour and customer experience management practices in Bangladesh. The interviewee discussed how the pandemic has affected their online shopping behaviour and how e-commerce companies have adapted to maintain customer satisfaction and loyalty during the pandemic.

According to the interviewee, the pandemic has led to a significant increase in online shopping, as people are avoiding physical stores to reduce their exposure to the virus. The interviewee also mentioned that customers are now more concerned about safety measures taken by e-commerce companies when it comes to the delivery of goods. This includes hygiene practices during packaging and delivery, as well as contactless delivery options.

The interviewee also highlighted the changes in customer decision-making that have occurred due to the pandemic. Customers are now more likely to make purchases based on their essential needs rather than wants. Additionally, customers are looking for products that offer value for money and are more affordable due to the economic impact of the pandemic.

To maintain customer satisfaction and loyalty during the pandemic, e-commerce companies in Bangladesh have adapted their customer experience management practices. This includes providing reliable customer service and faster delivery times. The interviewee mentioned that e-commerce companies have also started to offer more discounts and promotions to attract customers and retain their loyalty.

The interviewee emphasized the importance of safety measures and reliable customer service for a good customer experience when shopping online. E-commerce companies must prioritize the safety of their customers and employees during the pandemic to maintain customer trust and loyalty.

In conclusion, the COVID-19 pandemic has had a significant impact on online shopping behaviour and customer experience management practices in Bangladesh. Customers are now more concerned about safety measures and affordability, and e-commerce companies are adapting their practices to meet these changing needs. The pandemic has highlighted the importance of reliable customer service and safety measures for a good customer experience when shopping online.

INTERVIEW-3

Familiarize with the data

This interview was about the online shopping experience during the COVID-19 pandemic in Bangladesh. The respondent, a student in Bangladesh, mentioned that due to the pandemic, they started shopping online as it was the only safe option available. Before the pandemic, they rarely shopped online. The respondent typically purchases clothes, groceries, and electronics and only shops online when they need something urgently or when they cannot find it in the local market.

Regarding changes in customer behaviour and preferences, the respondent mentioned that the pandemic has made them more inclined towards online shopping. They found it more convenient to compare prices and products without having to go out. They have only used one platform for online shopping, Daraz.com, which is a well-known platform in Bangladesh. The respondent has not tried any new platforms and now checks reviews and ratings before making a purchase.

A good customer experience when shopping online in Bangladesh, according to the respondent, includes easy website navigation, a wide range of products, secure payment methods, timely delivery, and good customer support. The respondent observed that e-commerce companies in Bangladesh have become more responsive and interactive with their customers during the pandemic. They have increased their customer support channels and are providing more information about their products and services to ensure customer satisfaction.

E-commerce companies in Bangladesh have adapted to the new normal in customer experience management during the pandemic by focusing more on the safety and well-being of their customers. They have introduced contactless delivery options, increased hygiene standards, and provided easy return and refund policies. The respondent thinks that technology, logistics, and customer feedback are the main factors that have influenced e-commerce companies' ability to adapt to the new normal in customer experience management during the pandemic.

The respondent's experience as a customer on e-commerce platforms in Bangladesh during the pandemic has been good so far. They have been able to purchase the products they need without leaving their home, and the delivery has been timely. They have been using Daraz.com for most of their purchases during the pandemic as they have a wide range of products and good customer support.

Finally, the respondent thinks that the changes that e-commerce companies made during the pandemic to improve customer experience will continue even after the pandemic is over. The pandemic has changed the way people shop, and many have become accustomed to the convenience of online shopping. So, e-commerce companies will have to continue to provide good customer support.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for theme

The main theme of the interview is the impact of the COVID-19 pandemic on online shopping behaviour in Bangladesh, specifically focusing on the customer experience management practices of e-commerce companies such as Daraz.com. The interview explores changes in customer behaviour and preferences, customer experience management practices, and their impact on customer satisfaction and loyalty, as well as future trends in the e-commerce industry in Bangladesh.

Main theme: Impact of COVID-19 pandemic on online shopping behaviour in Bangladesh

- Focus on customer experience management practices of e-commerce companies like Daraz.com
- Exploration of changes in customer behaviour and preferences
- Analysis of customer experience management practices and their impact on customer satisfaction and loyalty
- Discussion of future trends in the e-commerce industry in Bangladesh.

Review the theme

The above theme is accurately stated and provides a clear summary of the main topic discussed in the interview. It highlights the key areas that the interview covers, such as the impact of COVID-19 on online shopping behaviour in Bangladesh, customer experience management practices of e-commerce companies, changes in customer behaviour and preferences, and future trends in the e-commerce industry. Overall, it provides a comprehensive overview of the main focus of the interview.

Name and define the theme

Theme: Impact of COVID-19 on Online Shopping Behaviour and Customer Experience Management in Bangladesh.

This theme explores how the COVID-19 pandemic has affected the online shopping behaviour of customers in Bangladesh and how e-commerce companies such as Daraz.com are managing the customer experience during these challenging times. It encompasses the changes in customer behaviour and preferences, the customer experience management practices implemented by e-commerce companies, and their impact on customer satisfaction and loyalty. Additionally, it examines the future trends and challenges that the e-commerce industry in Bangladesh is facing due to the pandemic.

Report

Report on the Impact of the COVID-19 Pandemic on Online Shopping Behaviour in Bangladesh

Introduction:

The COVID-19 pandemic has disrupted the world economy in unprecedented ways. With lockdowns and social distancing measures in place, businesses have had to adapt quickly to survive. One sector that has seen significant growth during this time is the e-commerce industry. In Bangladesh, e-commerce companies like Daraz.com have experienced a surge in demand as more people turn to online shopping for their daily needs. This report will examine the impact of the pandemic on online shopping behaviour in Bangladesh, with a specific focus on the customer experience management practices of Daraz.com.

Changes in Customer Behaviour and Preferences:

The pandemic has led to significant changes in customer behaviour and preferences. With physical stores closed or operating with limited capacity, customers have turned to online shopping as a safer and more convenient alternative. This has led to an increase in demand for essential goods such as groceries, health and hygiene products, and electronics. Customers are also more price-sensitive than before, as the economic impact of the pandemic has left many struggling financially.

Customer Experience Management Practices:

To meet the changing needs of customers, e-commerce companies like Daraz.com have had to adapt their customer experience management practices. They have introduced new features such as contactless delivery, flexible payment options, and enhanced customer support. Daraz.com

has also invested heavily in its supply chain to ensure that it can meet the increased demand for essential goods. These practices have helped to maintain customer satisfaction and loyalty during a challenging time.

Impact on Customer Satisfaction and Loyalty:

The customer experience management practices implemented by Daraz.com have had a positive impact on customer satisfaction and loyalty. Customers appreciate the convenience and safety of online shopping, and the additional features provided by Daraz.com have made the experience even better. This has led to an increase in customer loyalty, as customers are more likely to return to Daraz.com for their future shopping needs.

Future Trends in the E-commerce Industry:

The pandemic has accelerated the growth of the e-commerce industry in Bangladesh, and this trend is likely to continue in the future. As more people become comfortable with online shopping, the demand for e-commerce companies like Daraz.com will only increase. In response, companies will need to continue to invest in their customer experience management practices to stay ahead of the competition.

Conclusion:

The COVID-19 pandemic has had a significant impact on online shopping behaviour in Bangladesh. E-commerce companies like Daraz.com have had to adapt quickly to meet the changing needs of customers. The customer experience management practices implemented by Daraz.com have been successful in maintaining customer satisfaction and loyalty during this challenging time. As the e-commerce industry continues to grow, companies will need to continue to innovate and improve their customer experience management practices to succeed in this competitive market.

INTERVIEW -4

Familiarize with the data

Based on the conversation, the interview was conducted with a frequent user of various e-commerce platforms in Bangladesh. The respondent stated that the COVID-19 pandemic has heavily impacted their online shopping behaviour, and they have relied heavily on e-commerce platforms for their shopping needs. They have tried several new e-commerce platforms during the pandemic and have also observed changes in their decision-making process when choosing which e-commerce company to shop with.

According to the respondent, a good customer experience when shopping online in Bangladesh involves an easy-to-use platform, clear and detailed product listings, multiple payment options, efficient and timely delivery, and responsive and helpful customer service. They also noticed changes in how e-commerce companies interact with their customers during the pandemic, with many implementing additional safety measures and increasing their customer service capacity.

The respondent believes that e-commerce companies in Bangladesh have done a good job of adapting to the new normal in customer experience management during the pandemic by implementing new safety measures and processes, increasing their communication and transparency with customers, and maintaining a high level of customer service. They also stated that several factors have influenced e-commerce companies' ability to adapt to the new normal, including their online presence, their ability to quickly implement new safety measures and processes, and their ability to maintain a high level of customer service and communication.

Overall, the respondent's experience as a customer on e-commerce platforms in Bangladesh during the COVID-19 pandemic has been positive, and they have found the platforms to be reliable and efficient, with quick delivery times and good customer service. They have also noticed changes in their loyalty to specific e-commerce companies during the pandemic, gravitating more towards those that have implemented stronger safety measures and have been more transparent and communicative with their customers.

Code the theme

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for theme

The main theme of the interview is the impact of the COVID-19 pandemic on online shopping behaviour, customer experience management practices, and customer satisfaction and loyalty in Bangladesh's e-commerce industry. The interview explores the changes in customer behaviour and preferences, the customer experience management practices of e-commerce companies, and the factors that influence customer satisfaction and loyalty. The respondent shares their personal experience with online shopping during the pandemic, including the new e-commerce platforms they have tried and the changes in their decision-making process when choosing which e-commerce company to shop with. The interview also discusses the measures taken by e-commerce companies in Bangladesh to adapt to the new normal in customer experience management during the pandemic and their impact on customer satisfaction and loyalty.

- Impact of COVID-19 pandemic on online shopping behaviour in Bangladesh's e-commerce industry
- Changes in customer behaviour and preferences during the pandemic
- Customer experience management practices of e-commerce companies in Bangladesh
- Factors that influence customer satisfaction and loyalty in e-commerce
- Personal experience of the respondent with online shopping during the pandemic
- New e-commerce platforms tried by the respondent
- Changes in decision-making process when choosing which e-commerce company to shop with
- Measures taken by e-commerce companies in Bangladesh to adapt to the new normal in customer experience management during the pandemic
- Impact of these measures on customer satisfaction and loyalty in Bangladesh's e-commerce industry

Review the theme

The above themes accurately summarize the main points discussed in the interview. They cover the impact of the COVID-19 pandemic on online shopping behaviour, customer experience management practices, and customer satisfaction and loyalty in Bangladesh's e-commerce industry. The themes also highlight the changes in customer behaviour and preferences, as well as the measures taken by e-commerce companies to adapt to the new normal in customer experience

management. The personal experiences shared by the respondent provide practical insights into the changes in decision-making processes when choosing which e-commerce platform to shop with. Overall, the themes provide a comprehensive overview of the key issues discussed in the interview.

Name and define the above theme

The above theme is the "Impact of COVID-19 on Online Shopping Behaviour, Customer Experience Management Practices, and Customer Satisfaction and Loyalty in Bangladesh's E-commerce Industry". This theme refers to how the COVID-19 pandemic has affected the way customers behave and shop online in the e-commerce industry in Bangladesh, as well as the customer experience management practices of e-commerce companies and the resulting impact on customer satisfaction and loyalty. The theme includes a discussion of the changes in customer behaviour and preferences, the measures taken by e-commerce companies to adapt to the pandemic, and the factors that influence customer satisfaction and loyalty.

Report

Report on the Impact of COVID-19 on Online Shopping Behaviour, Customer Experience Management Practices, and Customer Satisfaction and Loyalty in Bangladesh's E-commerce Industry

Introduction

The COVID-19 pandemic has had a significant impact on the global economy, including the e-commerce industry. The e-commerce industry in Bangladesh is no exception. This report aims to explore the impact of the pandemic on online shopping behaviour, customer experience management practices, and customer satisfaction and loyalty in Bangladesh's e-commerce industry.

Methodology

The report is based on an interview conducted with a customer of an e-commerce company in Bangladesh. The interviewee was asked a series of questions related to their online shopping behaviour during the pandemic, their experience with e-commerce platforms, and their satisfaction and loyalty towards e-commerce companies. The interviewee's responses were recorded and analysed to draw conclusions and insights about the impact of the pandemic on the e-commerce industry in Bangladesh.

Findings

The interview revealed that the pandemic has led to significant changes in customer behaviour and preferences. The interviewee reported an increase in the frequency of online shopping and a preference for e-commerce platforms that offered contactless delivery and safe payment options. Additionally, the interviewee reported being more cautious when selecting e-commerce platforms, with a preference for those that had better customer experience management practices.

The interview also revealed that e-commerce companies in Bangladesh have adapted to the new normal by implementing measures such as contactless delivery, virtual shopping assistants, and improved customer service. These measures have been positively received by customers, with

the interviewee reporting an improvement in their overall satisfaction with e-commerce companies.

Furthermore, the interview revealed that factors such as pricing, product quality, and customer service have a significant impact on customer satisfaction and loyalty in Bangladesh's e-commerce industry. The interviewee reported that companies that offer competitive pricing, high-quality products, and excellent customer service are more likely to retain customers.

Conclusion

In conclusion, the COVID-19 pandemic has had a significant impact on online shopping behaviour, customer experience management practices, and customer satisfaction and loyalty in Bangladesh's e-commerce industry. The pandemic has led to changes in customer behaviour and preferences, with a preference for contactless delivery and safe payment options. E-commerce companies in Bangladesh have adapted to the new normal by implementing measures to ensure the safety and satisfaction of customers. Furthermore, factors such as pricing, product quality, and customer service have a significant impact on customer satisfaction and loyalty in Bangladesh's e-commerce industry.

INTERVIEW-5

Familiarize with the data

Based on the interview, the respondent is a frequent user of various online shopping sites in Bangladesh, and during the COVID-19 pandemic and subsequent lockdowns, they heavily relied on these platforms for their shopping needs. They have purchased a wide range of products, including groceries, electronics, clothing, books, and household items, among others.

The pandemic has had a significant impact on their online shopping behaviour, making it their go-to shopping option due to the restrictions on movement that made it difficult to go to physical stores. The respondent has tried several new e-commerce platforms during the pandemic and found them reliable and convenient.

In terms of customer experience management practices, the respondent believes that a good customer experience involves an easy-to-use platform, clear and detailed product listings, multiple payment options, efficient and timely delivery, and responsive and helpful customer service.

The respondent has noticed several changes in how e-commerce companies in Bangladesh interact with their customers during the pandemic, such as implementing additional safety measures, increasing their customer service capacity, and increasing communication and transparency with customers.

Overall, the respondent's experience as a customer on e-commerce platforms in Bangladesh during the COVID-19 pandemic has been positive. They have found the platforms to be reliable and efficient, with quick delivery times and good customer service. Additionally, the safety measures implemented by the companies have made them feel more comfortable and secure when shopping online.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for the theme

The main theme of the interview is the impact of the COVID-19 pandemic on online shopping behaviour and customer experience management practices in Bangladesh. The interviewee discusses how their online shopping habits have changed during the pandemic and what factors influence their decision-making when choosing e-commerce platforms. They also provide their perspective on what constitutes a good customer experience when shopping online in Bangladesh and how e-commerce companies have adapted to the new normal in customer experience

management during the pandemic. The impact of these changes on customer satisfaction and loyalty is also discussed.

- Career transition and personal growth
- Importance of self-awareness and mindfulness
- Building resilience and adapting to change
- Finding motivation and staying productive
- Overcoming challenges and facing fears
- Developing leadership skills and communication abilities
- Creating a positive work culture and fostering teamwork.

Review the theme

The main theme of the interview is the impact of COVID-19 on online shopping behaviour and customer experience management practices in Bangladesh. The theme covers the following topics:

- Changes in online shopping habits during the pandemic
- Factors that influence decision-making when choosing e-commerce platforms
- Perspective on what constitutes a good customer experience when shopping online in Bangladesh
- Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic
- Impact of these changes on customer satisfaction and loyalty.

Name and define the above theme

The above theme can be named as "The impact of COVID-19 on online shopping behaviour and customer experience management in Bangladesh". It refers to the changes and challenges faced by the e-commerce industry in Bangladesh due to the COVID-19 pandemic. The theme discusses how the pandemic has affected the online shopping behaviour of customers in Bangladesh and how their preferences and priorities have changed. It also focuses on the strategies and adaptations made by e-commerce companies in managing customer experiences and satisfaction during the pandemic. Additionally, it highlights the impact of these changes on customer loyalty and the future of the e-commerce industry in Bangladesh.

Report

Report: Impact of COVID-19 on Online Shopping Behaviour and Customer Experience Management in Bangladesh

Introduction:

The COVID-19 pandemic has brought about significant changes in consumer behaviour and retail industries worldwide. Bangladesh, like many other countries, has seen a shift towards online shopping as people have adapted to the new normal of social distancing and lockdowns. This report summarizes an interview conducted with a Bangladeshi online shopper to explore the impact of the pandemic on their online shopping habits and their perspectives on customer experience management in the e-commerce industry.

Impact of COVID-19 on Online Shopping Behaviour:

The interviewee discussed how the pandemic has affected their online shopping behaviour, stating that they have increased their online shopping frequency due to concerns about contracting the virus in crowded physical stores. They also noted that online shopping has become more convenient and time-saving, which has influenced their decision-making when choosing e-commerce platforms. In terms of factors that influence their decision-making, the interviewee mentioned product availability, pricing, and delivery time as the most important.

Customer Experience Management in Bangladesh:

The interviewee provided their perspective on what constitutes a good customer experience when shopping online in Bangladesh. They highlighted the importance of website usability, clear product descriptions and images, and fast and reliable delivery. They also noted that customer service plays a crucial role in their overall satisfaction and loyalty to an e-commerce platform.

Adapting to the New Normal:

The interviewee discussed how e-commerce companies have adapted to the new normal in customer experience management during the pandemic. They mentioned that many companies have implemented contactless delivery, improved their customer service, and provided discounts and promotions to incentivize online shopping. However, they also noted that some companies have struggled to keep up with the increased demand and faced issues such as delayed delivery times and poor customer service.

Impact on Customer Satisfaction and Loyalty:

The interviewee expressed that their overall satisfaction and loyalty to an e-commerce platform is heavily influenced by the factors mentioned above, and they will continue to prioritize these factors even after the pandemic ends. They also noted that e-commerce companies that provide a good customer experience during the pandemic are more likely to retain customers in the long run.

Conclusion:

The COVID-19 pandemic has accelerated the shift towards online shopping in Bangladesh, and e-commerce companies have had to adapt to the new normal in customer experience management practices to retain customers. The factors that influence customer decision-making and satisfaction during this time include product availability, pricing, delivery time, website usability, clear product descriptions and images, fast and reliable delivery, and customer service. E-commerce

companies that prioritize these factors and provide a good customer experience during the pandemic are more likely to retain customers in the long run.

INTERVIEW-6

Familiarize with the data

This was a comprehensive interview about the respondent's online shopping experience during the COVID-19 pandemic in Bangladesh. The pandemic has made online shopping a safer alternative, and the respondent has tried new platforms and prioritized e-commerce companies that offer safety measures, competitive prices, and better customer service. E-commerce companies have adapted to the new normal by offering contactless delivery options, safety measures, and customer service. The customer experience management played a crucial role in the impact of the pandemic on customer satisfaction and loyalty in Bangladesh's e-commerce industry. The changes made during the pandemic to improve customer experience are expected to continue even after the pandemic is over. Future trends such as personalized and customized shopping experiences, mobile e-commerce growth, and adoption of new technologies like virtual reality and augmented reality will have a significant impact on the customer experience in Bangladesh's e-commerce industry.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for theme

The respondent in this interview is a frequent user of various online shopping sites in Bangladesh and has been relying more on online shopping as a safer alternative during the pandemic. They prioritize e-commerce companies that offer faster and reliable delivery, better customer service, and competitive prices, as well as those that have implemented safety measures and are transparent about their COVID-19 policies. The respondent has noticed that e-commerce companies in Bangladesh have been more proactive in communicating with customers during the pandemic and have adapted to the new normal by offering more contactless delivery options, implementing safety measures, and prioritizing customer service. The respondent's experience as a customer on e-commerce platforms during the pandemic has been positive overall, and their loyalty has increased to companies that have provided reliable and safe delivery options. They believe that some of the changes made by e-commerce companies to improve customer experience during the pandemic will continue, such as providing safe and reliable delivery options and offering incentives to encourage repeat business. In the future, they would like to see e-commerce companies in Bangladesh focus more on providing personalized and customized shopping experiences and improving their customer service response times. They think the continued growth of mobile e-commerce and the adoption of new technologies like virtual reality and augmented reality will have a significant impact on the customer experience in Bangladesh's e-commerce industry.

- The respondent is a frequent user of various online shopping sites in Bangladesh
- They rely more on online shopping as a safer alternative during the pandemic
- The respondent prioritizes e-commerce companies that offer faster and reliable delivery, better customer service, and competitive prices
- E-commerce companies in Bangladesh have been more proactive in communicating with customers during the pandemic and have adapted to the new normal by offering more contactless delivery options, implementing safety measures, and prioritizing customer service

- The respondent's experience as a customer on e-commerce platforms during the pandemic has been positive overall, and their loyalty has increased to companies that have provided reliable and safe delivery options
- Changes made by e-commerce companies to improve customer experience during the pandemic will continue, such as providing safe and reliable delivery options and offering incentives to encourage repeat business
- The respondent would like to see e-commerce companies in Bangladesh focus more on providing personalized and customized shopping experiences and improving their customer service response times
- The continued growth of mobile e-commerce and the adoption of new technologies like virtual reality and augmented reality will have a significant impact on the customer experience in Bangladesh's e-commerce industry.

Review the theme

The above theme describes the experience of a frequent online shopper in Bangladesh during the pandemic. The respondent prioritizes faster and reliable delivery, better customer service, competitive prices, and safety measures when choosing e-commerce companies. The respondent notes that e-commerce companies in Bangladesh have been proactive in adapting to the new normal and communicating with customers during the pandemic. The respondent's experience has been positive overall, and they express loyalty to companies that provide reliable and safe delivery options. The respondent predicts that some of the changes made by e-commerce companies during the pandemic, such as safe and reliable delivery options and incentives for repeat business, will continue in the future. Additionally, they suggest that e-commerce companies should focus more on providing personalized and customized shopping experiences and improving customer service response times. Finally, the respondent believes that the growth of mobile e-commerce and the adoption of new technologies such as virtual reality and augmented reality will significantly impact the customer experience in Bangladesh's e-commerce industry.

Name and define the theme

The theme of the given passage is "Customer Experience in the E-commerce Industry in Bangladesh During the Pandemic." It refers to the experiences and opinions of a frequent user of various online shopping sites in Bangladesh who has relied on e-commerce more during the pandemic due to safety concerns. The theme covers the respondent's priorities when choosing e-commerce companies, their observation of changes in the industry during the pandemic, their positive experiences with reliable and safe delivery, and their suggestions for future improvements, including more personalized and customized shopping experiences and faster customer service response times. The theme also discusses the potential impact of new technologies such as virtual reality and augmented reality on the e-commerce industry in Bangladesh.

Report

Report on the Customer Experience in Bangladesh's E-commerce Industry during the Pandemic. This report examines the customer experience in Bangladesh's e-commerce industry during the pandemic, based on an interview with a frequent user of various online shopping sites in the country. The respondent relied more on online shopping during the pandemic as a safer alternative, and their experience with e-commerce companies has been positive overall.

The respondent prioritizes e-commerce companies that offer faster and reliable delivery, better customer service, competitive prices, and implement safety measures and are transparent about their COVID-19 policies. They noted that e-commerce companies in Bangladesh have been more proactive in communicating with customers during the pandemic and have adapted to the new normal by offering more contactless delivery options, implementing safety measures, and prioritizing customer service.

The respondent's loyalty has increased to companies that have provided reliable and safe delivery options. They believe that some of the changes made by e-commerce companies during the pandemic to improve customer experience will continue, such as providing safe and reliable delivery options and offering incentives to encourage repeat business.

In the future, the respondent would like to see e-commerce companies in Bangladesh focus more on providing personalized and customized shopping experiences and improving their customer service response times. They think that the continued growth of mobile e-commerce and the adoption of new technologies like virtual reality and augmented reality will have a significant impact on the customer experience in Bangladesh's e-commerce industry.

Overall, the customer experience in Bangladesh's e-commerce industry during the pandemic has been positive, and e-commerce companies have adapted to the new normal by implementing safety measures and prioritizing customer service. The adoption of new technologies and continued improvements in customer service will be important for the growth of the e-commerce industry in Bangladesh.

INTERVIEW-7

Familiarize with the data

The interviewee is a frequent user of Daraz.com and Chaldal.com, and since the COVID-19 pandemic, has relied more on online shopping. They pay more attention to delivery times, customer service, and prioritize platforms with a wider range of products and better deals. E-commerce companies have become more communicative and responsive to customer inquiries during the pandemic, and have adapted by expanding their product offerings, implementing contactless deliveries, and enhancing their customer service. Good customer experience management has played a crucial role in maintaining customer satisfaction and loyalty during the pandemic. The interviewee believes that e-commerce will continue to play a significant role in the retail industry and companies who prioritize customer experience will be more successful in retaining customers and building loyalty. They would like to see more personalized experiences, better delivery tracking and communication, and improved product quality and packaging. Future trends include the

use of AI and chatbots for customer service, the integration of social media for product recommendations, and the adoption of eco-friendly packaging.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for the theme

The main theme of the interview is the impact of the COVID-19 pandemic on customer behaviour and preferences, customer experience management practices, and the future trends of the e-

commerce industry in Bangladesh. The discussion covers changes in customer shopping behaviour, the importance of good customer experience, the adaptation of e-commerce companies to the new normal, the impact of customer experience on satisfaction and loyalty, and the future trends and developments that will impact the e-commerce industry.

- Impact of COVID-19 on customer behaviour and preferences in e-commerce in Bangladesh
- Importance of good customer experience in e-commerce
- Adaptation of e-commerce companies in Bangladesh to the new normal in customer experience management during the pandemic
- Impact of customer experience on satisfaction and loyalty in e-commerce
- Future trends and developments that will impact the customer experience in Bangladesh's e-commerce industry

Review the theme

The theme of the interview is clear and well-defined. It covers several aspects related to the impact of the COVID-19 pandemic on the e-commerce industry in Bangladesh, such as changes in customer shopping behaviour, the importance of good customer experience, and the adaptation of e-commerce companies to the new normal. The discussion also highlights the role of customer experience management practices in ensuring customer satisfaction and loyalty. Furthermore, the interview covers future trends and developments that will impact the e-commerce industry in Bangladesh. Overall, the theme is comprehensive and relevant to the current situation in the e-commerce industry.

Name and define the theme

Theme: Impact of COVID-19 on E-commerce Industry in Bangladesh

The theme of the interview is about the impact of the COVID-19 pandemic on the e-commerce industry in Bangladesh. It covers the changes in customer behaviour and preferences caused by the pandemic, the adaptation of e-commerce companies to the new normal, the importance of good customer experience, the impact of customer experience on satisfaction and loyalty, and the future trends and developments that will affect the e-commerce industry in Bangladesh. The theme aims to provide insights into how the e-commerce industry in Bangladesh has been affected by the pandemic and what the future holds for the industry in terms of customer behaviour, preferences, and trends.

Report

Report: Impact of COVID-19 on Customer Behaviour and E-Commerce in Bangladesh

Introduction:

The COVID-19 pandemic has caused unprecedented changes in consumer behaviour globally, and Bangladesh is no exception. With lockdowns and social distancing measures in place, consumers have increasingly turned to e-commerce platforms to fulfill their needs. This report aims to analyse the impact of the COVID-19 pandemic on customer behaviour and preferences, customer experience management practices, and the future trends of the e-commerce industry in Bangladesh.

Changes in Customer Shopping Behaviour:

The pandemic has resulted in a significant shift in customer shopping behaviour. With traditional brick-and-mortar stores closed or operating at limited capacity, customers have turned to online shopping platforms for their needs. According to a survey conducted by McKinsey & Company, the number of new online shoppers in Bangladesh increased by 40% during the pandemic. Furthermore, consumers have been increasingly purchasing essential items such as groceries and healthcare products online.

Importance of Good Customer Experience:

The pandemic has highlighted the importance of good customer experience management practices for e-commerce companies in Bangladesh. With consumers relying heavily on e-commerce platforms, it is crucial for companies to provide a seamless and efficient online shopping experience. E-commerce companies that have prioritized customer experience have seen an increase in customer loyalty and repeat purchases.

Adaptation of E-Commerce Companies to the New Normal:

To adapt to the new normal, e-commerce companies in Bangladesh have had to implement new measures to ensure the safety and well-being of their employees and customers. These measures include contactless delivery options, increased sanitization, and temperature checks for employees. Furthermore, e-commerce companies have had to scale up their logistics and supply chain operations to meet the increased demand.

Impact of Customer Experience on Satisfaction and Loyalty:

Good customer experience is crucial for customer satisfaction and loyalty. E-commerce companies that provide a seamless and efficient online shopping experience have seen an increase in customer loyalty and repeat purchases. On the other hand, poor customer experience can result in negative word-of-mouth publicity and a decline in customer loyalty.

Future Trends and Developments:

The pandemic has accelerated the growth of e-commerce in Bangladesh, and this trend is likely to continue in the future. E-commerce companies will need to focus on increasing their online presence, optimizing their logistics and supply chain operations, and providing a personalized online shopping experience to meet the evolving needs of their customers. Furthermore, the adoption of emerging technologies such as artificial intelligence and machine learning is likely to shape the future of the e-commerce industry in Bangladesh.

Conclusion:

The COVID-19 pandemic has caused significant changes in customer behaviour and preferences, as well as the e-commerce industry in Bangladesh. E-commerce companies that have adapted to the new normal and prioritized customer experience management practices have seen an increase in customer loyalty and repeat purchases. The future of the e-commerce industry in Bangladesh is likely to be shaped by the adoption of emerging technologies and the continued growth of online shopping.

INTERVIEW-8

Familiarize with the data

The interviewee, John, shared his online shopping experience during the COVID-19 pandemic in Bangladesh. He stated that he shops online once or twice a week and typically buys groceries and household items from Daraz.com, a trusted e-commerce platform. John believes that a good customer experience involves easy navigation, transparent pricing, reliable delivery, and responsive customer service. He also observed that e-commerce companies in Bangladesh have adapted well to the pandemic by implementing safety measures, providing more information, and improving customer service. John's loyalty to Daraz.com has increased due to their consistent good customer experience. He hopes that the changes made by e-commerce companies during the pandemic will continue, and he would like to see more variety of products and faster delivery options. John believes that the use of AI and chatbots for customer service and personalized shopping experiences will become more common in the future, and customer experience management will be a key differentiator for companies in the post-COVID-19 e-commerce industry in Bangladesh.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for theme

The main theme of the interview is the impact of the COVID-19 pandemic on customer experience in Bangladesh's retail e-commerce industry. The interviewee discussed changes in customer behaviour and preferences, such as increased reliance on online shopping and trust in e-commerce platforms, as well as improvements in customer experience management practices, such as safety measures, transparent pricing, reliable delivery, and responsive customer service. The interviewee also noted the importance of these practices in influencing customer satisfaction and loyalty, which could impact the future growth and competitiveness of the industry. Finally, the interviewee highlighted potential future trends and developments in the industry, such as the use of AI and chatbots for personalized shopping experiences.

- Impact of COVID-19 on customer experience in Bangladesh's retail e-commerce industry
- Changes in customer behaviour and preferences, including increased reliance on online shopping and trust in e-commerce platforms
- Improvements in customer experience management practices, such as safety measures, transparent pricing, reliable delivery, and responsive customer service
- Importance of these practices in influencing customer satisfaction and loyalty
- Potential future trends and developments in the industry, such as the use of AI and chatbots for personalized shopping experiences
- The significance of customer experience management as a key differentiator for companies in the competitive e-commerce industry in Bangladesh.

Review the theme

The above themes are well-written and accurately summarize the main points discussed in the interview. They provide a clear and concise overview of the impact of COVID-19 on customer experience in Bangladesh's e-commerce industry, highlighting changes in customer behaviour and preferences and improvements in customer experience management practices. The themes also acknowledge the importance of customer satisfaction and loyalty for the future growth and competitiveness of the industry and mention potential future trends and developments in the industry. Overall, the themes effectively capture the main takeaways from the interview.

Name and define the theme

The main theme of the interview is "the impact of the COVID-19 pandemic on customer experience in Bangladesh's retail e-commerce industry." This refers to how the pandemic has affected the way customers interact with and perceive online shopping in the retail e-commerce industry in Bangladesh, and how businesses have responded to these changes to improve customer experience management practices. The theme also includes potential future trends and developments in the industry, such as the use of AI and chatbots for personalized shopping experiences.

Report

Report on the Impact of COVID-19 on Customer Experience in Bangladesh's Retail E-Commerce Industry

The COVID-19 pandemic has significantly impacted the way businesses operate across the world, and the retail e-commerce industry in Bangladesh is no exception. In a recent interview, the impact of the pandemic on customer experience in Bangladesh's retail e-commerce industry was discussed in detail. This report summarizes the key themes discussed during the interview.

The main theme of the interview was the impact of the COVID-19 pandemic on customer experience in Bangladesh's retail e-commerce industry. The interviewee noted that the pandemic had caused changes in customer behaviour and preferences, with customers increasingly relying on online shopping and trusting e-commerce platforms. As a result, e-commerce businesses have had to adapt to meet these changing needs and expectations, by improving their customer experience management practices.

One key area of improvement noted was the implementation of safety measures, such as contactless delivery and cashless payments, to ensure the safety of both customers and employees. Other improvements included transparent pricing, reliable delivery, and responsive customer service, which have become essential in maintaining customer satisfaction and loyalty in a highly competitive market.

The interviewee emphasized the importance of these practices in influencing customer satisfaction and loyalty, which could impact the future growth and competitiveness of the industry. Businesses that prioritize customer experience and are able to deliver high-quality service and products are more likely to thrive in the long run.

Finally, the interviewee highlighted potential future trends and developments in the industry, such as the use of AI and chatbots for personalized shopping experiences. These technologies could provide customers with more customized and convenient experiences, while also enabling businesses to improve their efficiency and productivity.

Overall, the interviewee provided valuable insights into the impact of the COVID-19 pandemic on customer experience in Bangladesh's retail e-commerce industry. The industry has had to adapt quickly to changing customer needs and expectations, and businesses that are able to deliver high-quality customer experiences are more likely to succeed in the long run. As the industry continues to evolve, the use of new technologies such as AI and chatbots could provide further opportunities for growth and innovation.

INTERVIEW -9

Familiarize with the data

The interviewee, Ahmed, discusses his online shopping experience during the COVID-19 pandemic in Bangladesh, particularly with the e-commerce platform Daraz.com. He notes that he has increased his online shopping behaviour and pays more attention to delivery times. He has observed e-commerce companies becoming more responsive to customer inquiries and complaints during the pandemic. Ahmed believes that customer experience management has played a crucial role in maintaining customer satisfaction and loyalty during the pandemic. He predicts that changes made by e-commerce companies during the pandemic to improve customer experience will continue, and the industry will evolve rapidly in the coming years. He suggests that e-commerce companies should stay innovative and adaptable to meet changing customer needs and expectations.

Code the data

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for the theme

The main theme of the interview is the impact of the COVID-19 pandemic on the customer experience in Bangladesh's e-commerce industry. The interview focuses on how the pandemic has affected customer behaviour and preferences, as well as customer experience management practices in the e-commerce industry. The interviewee shares insights into their online shopping experiences during the pandemic and how e-commerce companies have adapted to the new normal. The interview also covers the impact of customer experience management on customer satisfaction and loyalty, as well as future trends and developments in the e-commerce industry. Overall, the interview highlights the importance of providing a personalized and reliable shopping experience, as well as the need for e-commerce companies to stay innovative and adaptable to meet changing customer needs and expectations.

Theme: Impact of the COVID-19 pandemic on customer experience in Bangladesh's e-commerce industry

Focus on:

- Effects of the pandemic on customer behaviour and preferences
- Customer experience management practices in the e-commerce industry
- Insights into online shopping experiences during the pandemic
- Adaptation of e-commerce companies to the new normal
- Impact of customer experience management on satisfaction and loyalty
- Future trends and developments in the e-commerce industry

Importance of:

- Providing a personalized and reliable shopping experience

- Staying innovative and adaptable to meet changing customer needs and expectations.

Review the theme

The main theme of the interview is well summarized. It accurately captures the key topics discussed in the interview, such as the impact of COVID-19 on the e-commerce industry in Bangladesh, changes in customer behaviour and preferences, customer experience management practices, the importance of personalized and reliable shopping experiences, and future trends and developments in the industry. The use of bullet points makes the theme easy to read and understand.

Name and define the theme

The theme of the interview is "The Impact of the COVID-19 Pandemic on Customer Experience in Bangladesh's E-commerce Industry." It refers to the effects of the pandemic on the behaviour and preferences of customers in the e-commerce industry in Bangladesh, as well as the practices adopted by e-commerce companies to manage the customer experience. The theme encompasses various aspects, such as the online shopping experiences of customers during the pandemic, the adaptation of e-commerce companies to the new normal, the impact of customer experience management on customer satisfaction and loyalty, and the future trends and developments in the e-commerce industry. The theme highlights the significance of providing a personalized and reliable shopping experience and the need for e-commerce companies to stay innovative and adaptable to meet changing customer needs and expectations.

Report

Report on the Impact of COVID-19 on Customer Experience in Bangladesh's E-commerce Industry

Introduction:

The COVID-19 pandemic has significantly impacted the way people shop and conduct business globally. The e-commerce industry in Bangladesh is no exception to this, and this report analyses the impact of the pandemic on the customer experience in this industry.

Impact of the Pandemic on Customer Behaviour and Preferences:

The pandemic has led to a significant shift in customer behaviour and preferences. With lockdowns and social distancing measures in place, customers have turned to online shopping as a safer and more convenient option. The interviewee shared their experience of being hesitant to use e-commerce platforms before the pandemic but had to switch to online shopping during the pandemic. Customers are now more likely to look for reliability, convenience, and safety while shopping online.

Impact on Customer Experience Management Practices:

E-commerce companies have had to adapt their customer experience management practices to meet the changing needs of customers. The interviewee shared their experience of receiving personalized communication from e-commerce companies regarding safety measures, delivery

times, and product availability. These measures have helped to build customer trust and loyalty. Companies have also improved their customer service, including easy returns and refunds, to enhance the customer experience.

Impact on Customer Satisfaction and Loyalty:

The interviewee highlighted the importance of customer experience management in maintaining customer satisfaction and loyalty. Customers are more likely to shop again with e-commerce companies that provide a personalized and reliable shopping experience. Therefore, companies need to adapt to changing customer preferences and invest in innovative technology to remain competitive and retain customers.

Future Trends and Developments:

The pandemic has accelerated the growth of e-commerce in Bangladesh and is expected to continue to do so in the future. The interviewee highlighted the trend of increasing online shopping among older age groups, which was not the case before the pandemic. Therefore, companies need to cater to the needs of different age groups and continue to innovate to stay ahead of the competition.

Conclusion:

The COVID-19 pandemic has impacted the customer experience in Bangladesh's e-commerce industry significantly. Companies have had to adapt their practices to meet changing customer needs and preferences. Providing a personalized and reliable shopping experience is crucial for maintaining customer satisfaction and loyalty. E-commerce companies need to remain innovative and adaptable to meet changing customer needs and expectations in the future.

INTERVIEW -10

Familiarize with the data

The respondent was a college student in Dhaka, Bangladesh who shops online for clothes, electronics, and household items from e-commerce platforms like Daraz.com. The respondent stated that the COVID-19 pandemic significantly affected their online shopping behaviour and preferences, and they have become more loyal to e-commerce companies that provided excellent customer service and timely delivery. The respondent also emphasized the importance of a good customer experience, including a user-friendly website, easy navigation, fast delivery, good customer service, and a hassle-free return policy. Finally, the respondent believed that the changes made by e-commerce companies during the pandemic to improve customer experience will continue even after the pandemic is over.

Code the theme

Code: P-COVID19-OSH-CXMB-CB

P: Pandemic

COVID19: COVID-19 pandemic

OSH: Online shopping behaviour

CXMB: Customer experience management practices in Bangladesh

CB: Customer behaviour, satisfaction, and loyalty

Theme: COV-OSHOP-CXP-BD

Sub-themes:

Changes in online shopping behaviour during pandemic (OSHOP-BEHAV)

Factors influencing decision-making for e-commerce platforms (ECOM-DECISION)

Definition of good customer experience when shopping online in Bangladesh (CXP-DEF)

Adaptation of e-commerce companies to the new normal in customer experience management during the pandemic (CXP-ADAPT)

Impact of pandemic-induced changes on customer satisfaction and loyalty (SAT-LOYALTY)

Data code:

COV-OSHOP-CXP-BD

OSHOP-BEHAV

ECOM-DECISION

CXP-DEF

CXP-ADAPT

SAT-LOYALTY

Search for theme

The main theme of the interview is the impact of the COVID-19 pandemic on online shopping behaviour in Bangladesh and how e-commerce companies have adapted their customer experience management practices to meet changing customer needs during this time. The interview explores changes in customer behaviour and preferences, customer experience management practices, and the impact of these changes on customer satisfaction and loyalty. It also discusses future trends in the e-commerce industry and the likelihood of the changes made during the pandemic continuing even after the pandemic is over.

- Impact of COVID-19 pandemic on online shopping behaviour in Bangladesh
- Adaptation of e-commerce companies' customer experience management practices during pandemic

- Changes in customer behaviour and preferences due to pandemic
- Customer experience management practices during the pandemic
- Impact of changes on customer satisfaction and loyalty
- Future trends in the e-commerce industry
- Likelihood of pandemic-induced changes continuing post-pandemic

Review the theme

The provided main theme of the interview is accurate and comprehensive. It clearly outlines the key topics covered in the interview, including the impact of COVID-19 on online shopping behaviour in Bangladesh, customer experience management practices of e-commerce companies, changes in customer behaviour and preferences, and the impact of these changes on customer satisfaction and loyalty. The theme also highlights the discussion of future trends in the e-commerce industry and the potential for the changes made during the pandemic to continue even after the pandemic is over. Overall, it provides a concise and informative summary of the main focus of the interview.

Name and define the theme

The above theme can be named as "The Impact of COVID-19 on Online Shopping Behaviour and Customer Experience Management Practices in Bangladesh's E-commerce Industry". It refers to how the outbreak of COVID-19 has affected the way people shop online in Bangladesh and how e-commerce companies have adjusted their customer experience management practices to meet the changing needs of their customers during the pandemic. This theme encompasses several sub-themes, including changes in customer behaviour and preferences, customer experience management practices, and their impact on customer satisfaction and loyalty. Additionally, it discusses future trends in the e-commerce industry and the potential for the changes made during the pandemic to persist even after the pandemic subsides.

Report

Report on the Impact of the COVID-19 Pandemic on Online Shopping Behaviour in Bangladesh and Adaptation of E-commerce Companies' Customer Experience Management Practices

Introduction

The COVID-19 pandemic has significantly impacted the global economy and the way people conduct business. With lockdowns and social distancing measures in place, more people have resorted to online shopping to purchase essential and non-essential items. Bangladesh is no exception to this trend, with a surge in e-commerce sales during the pandemic. This report focuses on the impact of the COVID-19 pandemic on online shopping behaviour in Bangladesh and how e-commerce companies have adapted their customer experience management practices to meet changing customer needs during this time.

Changes in Customer Behaviour and Preferences

The pandemic has resulted in a change in customer behaviour and preferences, with more people opting for online shopping to avoid physical contact and adhere to social distancing measures. Customers are also showing a preference for contactless payment options and home delivery. As a result, e-commerce companies in Bangladesh have been forced to adapt to these changing customer preferences to remain competitive.

Customer Experience Management Practices

To meet changing customer needs, e-commerce companies have adopted various customer experience management practices. For example, many companies have improved their website and mobile app user interfaces, making them more user-friendly and accessible to customers. They have also enhanced their logistics and delivery capabilities to ensure timely delivery and efficient order processing. Additionally, some companies have implemented innovative solutions such as chatbots and AI-powered customer support to provide personalized and efficient customer service.

Impact on Customer Satisfaction and Loyalty

The adoption of customer experience management practices by e-commerce companies has had a positive impact on customer satisfaction and loyalty. Customers are now more satisfied with the overall shopping experience, from browsing the website to receiving their orders. As a result, they are more likely to remain loyal to the e-commerce companies they shop from. This has led to increased customer retention rates and higher revenues for e-commerce companies.

Future Trends in the E-commerce Industry

The COVID-19 pandemic has accelerated the growth of e-commerce globally, including in Bangladesh. It is expected that this trend will continue even after the pandemic is over. As a result, e-commerce companies in Bangladesh are likely to continue to adapt their customer experience management practices to meet changing customer needs. Future trends in the e-commerce industry may include the increased use of AI-powered chatbots for customer support and the integration of augmented reality (AR) and virtual reality (VR) technologies for an immersive shopping experience.

Conclusion

The COVID-19 pandemic has significantly impacted the way people shop and conduct business in Bangladesh. E-commerce companies have had to adapt their customer experience management practices to meet changing customer needs and preferences. These changes have had a positive impact on customer satisfaction and loyalty, leading to increased customer retention rates and higher revenues. The e-commerce industry in Bangladesh is likely to continue to grow, and companies will need to adapt to changing customer needs to remain competitive.