# Abstract

Customer Experience Management (CEM) is a pivotal aspect of e-commerce that directly influences customer satisfaction, retention, and overall business performance. In the highly competitive digital landscape, businesses are increasingly focusing on delivering personalized, seamless, and memorable experiences to their online customers. This research investigates the key components and strategies involved in CEM within e-commerce, examining the relationship between customer expectations, technology integration, and business outcomes. By analyzing factors such as website design, navigation, product customization, customer support, and post-purchase services, the study emphasizes the role of user-centered approaches in fostering positive customer journeys. Additionally, the research explores how emerging technologies like artificial intelligence, machine learning, and big data analytics are reshaping CEM by enabling real-time personalization and proactive customer engagement. Through a comprehensive review of existing literature and empirical data, the study identifies best practices for e-commerce businesses to enhance the customer experience and build long-lasting relationships. The findings underscore the importance of a cohesive and integrated approach to managing customer interactions across multiple touch points. The research ultimately aims to provide actionable insights for e-commerce firms to improve customer satisfaction, increase conversion rates, and strengthen brand loyalty in an increasingly complex and dynamic online marketplace.