Customer retention is critical to the long-term survival of businesses, including e-businesses. Customer acquisition in online environments may rely on firm reputation, quality website design, and provision of quality service across all channels. Electronic Customer Relationship Management, places the customer centre stage. In this minitrack we present three papers.

Mary Tate, Beverley Hope, and David Johnstone present a paper which examines the changing line of visibility in ICT-mediated channels of multi-channel firms. The authors argue that inconsistency or service breakdown above the line of visibility gives a negative impression of organizational competence below the line. Their research with mystery shoppers using a mixture of face-to-face and IT-mediated channels gives some initial insight into this changing line of visibility and affirms the need for organizations to be vigilant in providing consistent quality throughout the organization in order to maintain customer confidence.

L. Christian Schaupp, Weiguo Fan France Belanger use theories form the Information Success and Information Technology Adoption literatures to identify and investigate four variables believed to impact website satisfaction: information quality, system quality, perceived effectiveness, and social influence. They use structural equation modeling to on data collected from two different websites to test a model of website success. The results indicate that the determinants of satisfaction and overall successfulness of websites are both context dependent and goal specific.

In the third paper, Stephen K. Kwan, and Shailaja Venkatsubramanay develop an economic model for comparing search services based on users’ information requirements in a decision-making scenario. The model considers noise effects of querying, search, and filtering of results. A methodology for comparing search services of different search engines is presented. The model can be used by service providers to enhance service to customer. An initial experiment is presented to illustrate the model.