

# The Impact of Frontline Employee-Infusion at Technology-Based Service-Encounters

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## **Abstract**

Covid-19 pandemic emphasised the fact, that online shopping has become a permanent component in customers' living rooms. The increasing independency with regard to customers' shopping behaviour challenges retailing tremendously. Moreover, the influence of digital services in physical stores increases, questioning the role of the human frontline employee today. Even though the impact of technology in retail services is widely investigated, the particular relevance of interpersonality of the frontline employee in technology-based retail services has not been investigated yet. By conducting an online survey (N=132), we identified lower customers' privacy concerns as well as a negative effect of the behavioural intention towards technology when facing the presence of a frontline employee. Customers' perceived enjoyment seems to be a decisive factor in in a technology-based service encounter. Finally findings deliver opportunities for future research and lead to important mangagement implications.

**Keywords:** *retailing; technology-based service; social presence*

**Track:** Retailing & Omni-Channel Management