

Try again. Fail again. Fail better-E-commerce service failures in small
and medium-sized enterprises

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Abstract

The adoption of e-commerce has emerged as a dominant trend in the business world, with Small and Medium-sized Enterprises (SMEs) being no exception. However, the specific characteristics of these companies make them more prone to encountering e-commerce service failures. This research investigates how Portuguese SMEs address and respond to e-commerce service failures and analyzes the consequent impact on customer satisfaction. To meet these objectives, we adopted a qualitative approach, conducting 17 semi-structured interviews with Portuguese SMEs. The results emphasized the need to implement effective service recovery strategies, which help minimize customer dissatisfaction but also play a critical role in the success of SMEs.

Subject Areas: *Customer Relationship Management and Customer Satisfaction; Electronic Commerce and Internet Marketing*