Paper Summary

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Title: Managing social media recovery: The important role of service recovery transparency in retaining cu

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Year: 2022

Publication Type: Journal

Discipline/Domain: Marketing / Consumer Services

Subdomain/Topic: Service recovery, social media transparency, customer forgiveness

Eligibility: Eligible

Overall Relevance Score: 90

Operationalization Score: 85

Contains Definition of Actionability: Yes (implicit — service recovery transparency is treated as actionable

Contains Systematic Features/Dimensions: Yes

Contains Explainability: Yes

Contains Interpretability: Partial (implicit through transparency and clarity concepts)

Contains Framework/Model: Yes (conceptual model with mediation and moderation)

Operationalization Present: Yes

Primary Methodology: Mixed Methods (Survey + Experimental)

Study Context: Social media service recovery after service failures

Geographic/Institutional Context: Indonesia; National Dong Hwa University; Brock University

Target Users/Stakeholders: Service providers, customer service managers, social media teams

Primary Contribution Type: Empirical validation of conceptual model

CL: Yes

CR: Yes

FE: No

TI: No

EX: Yes

GA: Partial

Reason if Not Eligible: n/a

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Title: Managing social media recovery: The important role of service recovery transparency in retainin

Contextual Background: The paper investigates how transparency in handling customer complaints o

Geographic/Institutional Context: Indonesia; National Dong Hwa University; Brock University

Target Users/Stakeholders: Service providers, customer service managers, social media managers

Primary Methodology: Mixed methods (Survey + Experiment)

Primary Contribution Type: Empirical testing of conceptual model integrating transparency, forgivenes

General Summary of the Paper

The paper explores how *service recovery transparency* — making complaint-handling visible to all on so

Eligibility

Eligible for inclusion: **Yes**

How Actionability is Understood

Actionability is conceptualized implicitly as the capacity of *service recovery transparency* to trigger cust

> "Service recovery transparency refers to the extent to which the responses of a service provider to its c

> "Providing transparent service recovery by handling complaints in the presence of others helps generat

What Makes Something Actionable

- Public visibility of complaint handling

- Honesty, clarity, accuracy, and openness in communication

- Creating positive emotional reactions (forgiveness) in customers

- Leveraging social influence via audience effects

- Incorporating emotional recovery elements (apology, explanation) when transparency is low

How Actionability is Achieved / Operationalized

- **Framework/Approach Name(s):** Conceptual mediation-moderation model linking transparency, forgiv

- **Methods/Levers:** Public replies on social media, offering sincere apologies, providing detailed explan

- **Operational Steps / Workflow:**

  1. Identify and respond to complaints publicly where possible

  2. Include emotional recovery strategies if transparency is low or absent

  3. Monitor forgiveness and switching intentions as key outcomes

- **Data & Measures:** 7-point Likert scales for transparency, forgiveness, switchover intention, apology,

- **Implementation Context:** Social media complaint handling

> "Public response… enables other consumers access to complaints and allows them to view on social m

> "When an apology/explanation is absent, higher levels of service recovery transparency will be importa

Dimensions and Attributes of Actionability (Authors' Perspective)

- **CL (Clarity):** Yes — "honesty, clarity, accuracy, and openness" as part of transparency (p. 2)

- **CR (Contextual Relevance):** Yes — recovery process visibility to other customers directly relevant to

- **FE (Feasibility):** No explicit link to feasibility as part of actionability

- **TI (Timeliness):** Not explicitly linked to actionability in findings (though timeliness noted in prior literat

- **EX (Explainability):** Yes — explanation moderates the effect of transparency on forgiveness (p. 4)

- **GA (Goal Alignment):** Partial — goal of retaining customers via forgiveness aligns with firm objective

- **Other Dimensions Named by Authors:** Social presence effects; emotional recovery strategies

Theoretical or Conceptual Foundations

- Social influence theory (Latane, 1981)

- Emotional recovery vs. economic recovery distinction

Indicators or Metrics for Actionability

- Customer forgiveness score (Likert scale)

- Switchover intention score (Likert scale)

- Measured interaction effects of apology and explanation

Barriers and Enablers to Actionability

- **Barriers:** Absence of apology/explanation reduces forgiveness in low-transparency settings; chatbot

- **Enablers:** Public responses; sincerity; open explanations; alignment with customer expectations for t

Relation to Existing Literature

Extends prior social media recovery studies by focusing on emotional constructs (forgiveness) rather than

Summary

This paper positions service recovery transparency as a critical, actionable element in social media comp

Scores

- **Overall Relevance Score:** 90 — Clear conceptualization of transparency as actionable, explicit medi

- **Operationalization Score:** 85 — Well-specified model, measured constructs, and actionable steps fo

Supporting Quotes from the Paper

- "Service recovery transparency refers to the extent to which the responses of a service provider to its cu

- "The higher the level of service recovery transparency is, the higher the level of customer forgiveness a

- "When an apology/explanation is absent, higher levels of service recovery transparency will be importar

- "Providing transparent service recovery… helps generate customer forgiveness, which… reduces switcl

Actionability References to Other Papers

- Hogreve et al., 2019; Schaefers & Schamari, 2016 — transparency in online recovery

- Wei et al., 2020 — emotional vs. economic recovery

- Latane, 1981 — social influence theory

- Wang et al., 2020 — public vs. private apologies