Introduction to HICCS-47 Customer Engagement and Webflow User Experience Minitrack

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One of the most recent advancements in the use of internet for customer-level business management is the ability to track individual customers' activities, approach them proactively, provide customized offerings and manage customer lifecycles. Moving from managing the community to managing its individual members is the common denominator in many related developments. Customer co-created contents, service processes and virtual experiences represent some of the growing domains in this field. On a more practical level, the customer-specificity of the internet browsing experience in e-commerce applications and web stores is growing. While social media, mobile interaction and virtual worlds have already enabled customer-specific engagement, cutting edge applications using artificial intelligence and analyzing webflow user experiences represent the near future.

The cutting edge of e-marketing practices, such as digital customer engagement, requires awareness of the realities and possibilities of information systems management. At marketing-centric venues such as pure marketing and even e-commerce conferences, the starting point is often too much on the would-be-nice-to-have or who-uses-it-the-most type of dialogues. Digital marketing research without information systems understanding also ignores the fact that many of the developments are and will continue to be technology-pushed, and that these technologies emerge from IS and computer science disciplines. Implementation and the management of the systems and infrastructure can also be mistakenly taken as granted. HICSS represents the solution to all of these issues. More importantly, the customer management track can be of interest to many HICSS attendees due to its combination of economic relevance, familiar business contexts and cutting edge technology.

The minitrack on customer engagement and webflow user experience encouraged submissions from both cutting edge technology and business application. Fields of research that can be used to contribute to the minitrack include e.g. electronic word-of-mouth, automated customer response systems, collaborative technology, social web, social media marketing, online customer service, salesforce and sales support digitalization, recommender applications, user experience, interactive persuasive technologies as well as digital key account management practices.

This year the minitrack at HICSS attracted a good number of papers and the ones chosen for the conference included relevant topics like:
• The flow experience and its impacts on web adoption. The paper evolves a grounded theory of flow experiences of the users of a large shopping platform, shedding light on the theoretical relationships between concrete realizable website design options, corresponding latent constructs, and the flow experience.
• One of the papers studies the relevance of hedonic values for consumer healthcare information systems by using the much less used qualitative approach for understanding flow experience. The results suggest that in this area hedonic values are not as important as utilitarian values. The study also demonstrates the value of the particular webflow model as a research framework.
• Design usability evaluation technologies in stimulating user engagement. The results show that the DUE technologies can be used without training to find user interaction problems.
• Attitudes towards webstore advice. The paper integrates trust and perceived fit into the expectation disconfirmation theory to further explore consumers' satisfaction and continuance intentions towards webstore advice.
• Review of gamification mechanisms and their examined psychological/behavioral outcomes. The paper indicates that gamification provides benefits, however, the benefits are greatly dependent on the context in which the gamification is being implemented, as well as the intentions of the users of the services. The findings of the review provide insight for further studies as well as for the design of gamified services.

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