

# Two-Sided Impacts of Service Provider's Identity Disclosure in e-Customer Service Platforms: Evidence from Two Field Experiments

How does disclosing service provider identities affect service performance, customer satisfaction, and ethnic biases in e-customer service complaint management platforms?

This study by Jaehwuen Jung explores the effects of revealing service providers' identities on online customer complaint management (CCM) platforms. Using two large-scale field experiments involving thousands of customers and service providers across many companies, the study investigates how disclosing providers' names, job titles, and ethnic backgrounds influences both service quality and customer perceptions.

The first experiment shows that when service providers know their identities are disclosed to customers, they perform better by answering more complaints faster. This improvement is especially strong for newer providers and those in larger teams, suggesting that identity disclosure increases accountability and reduces anonymity. Customers receiving provider identity information also report higher satisfaction and trust in the service.

The second experiment focuses on ethnicity disclosure in the Turkish context, revealing that customers prefer providers from the majority ethnic group. Interestingly, minority customers report lower satisfaction when served by providers of the same minority group, indicating complex biases and social identity effects.

The article integrates social presence, deindividuation, and social identity theories to explain these findings. Additional follow-up studies confirm that identity disclosure enhances accountability and reduces role ambiguity for providers while increasing trust for customers.

The research offers practical recommendations for companies and online platforms on managing identity disclosure to improve service outcomes, while also highlighting the need to address potential ethnic biases. Overall, the study advances understanding of two-sided interactions in digital service environments.

---

## MAJOR TAKEAWAYS:

- Disclosing service provider identities increases accountability, reducing anonymity and improving service performance.
- Customer satisfaction and trust grow when they know providers' names and job titles, especially with better complaint resolution.
- Ethnic identity disclosure can trigger biases, with majority providers favored and minority customers showing in-group derogation.

---

## WHO NEEDS TO KNOW:

- Customer Service Managers
- Platform Operators
- Diversity and Inclusion Professionals

---

## CONTACT US:

- Jaehwuen Jung, Associate Professor, Management Information Systems  
[jaejung@temple.edu](mailto:jaejung@temple.edu)
- Two-Sided Impacts of Service Provider's Identity Disclosure in e-Customer Service Platforms: Evidence from Two Field Experiments
- Journal: Information Systems Research
- DOI: <https://doi.org/10.1287/isre.2023.0499>