Paper

MARKETING OF SERVICES

MBA IV SEMESTER (CBCS)

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Lecture on

Classification of Services

Faculty

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Classification of Services

- It is possible to carry out a **classification of services** based on two general dimensions such as what is being processed, whether is it a person or an object, and how is it being processed?
- In other words, what is the nature of the process tangible or intangible actions.

Services based on Intangibility

There are objects in this world which cannot be tangibly quantified. For example –

- The number of algorithms it takes to execute your banking order correctly,
- The value of your life which is forecasted by insurance agents.
- These services are classified on the basis of intangibility.

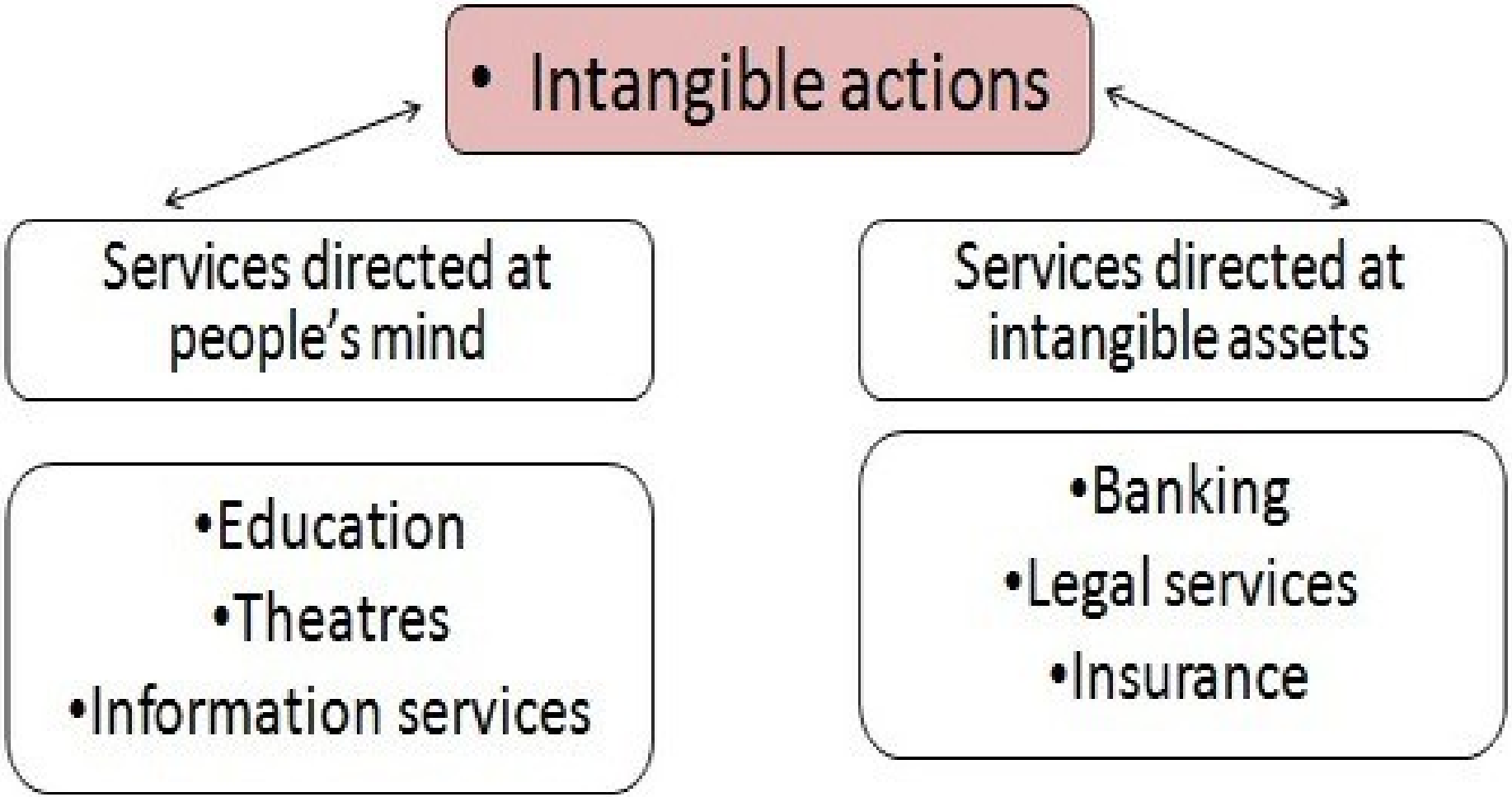
Services based on Intangibility

- **Services directed at people's mind -**

  Services sold through influencing the creativity of humans are classified on the basis of intangibility.

- **Services directed at intangible assets -**

  Banking, legal services, and insurance services are some of the services most difficult to price and quantify.

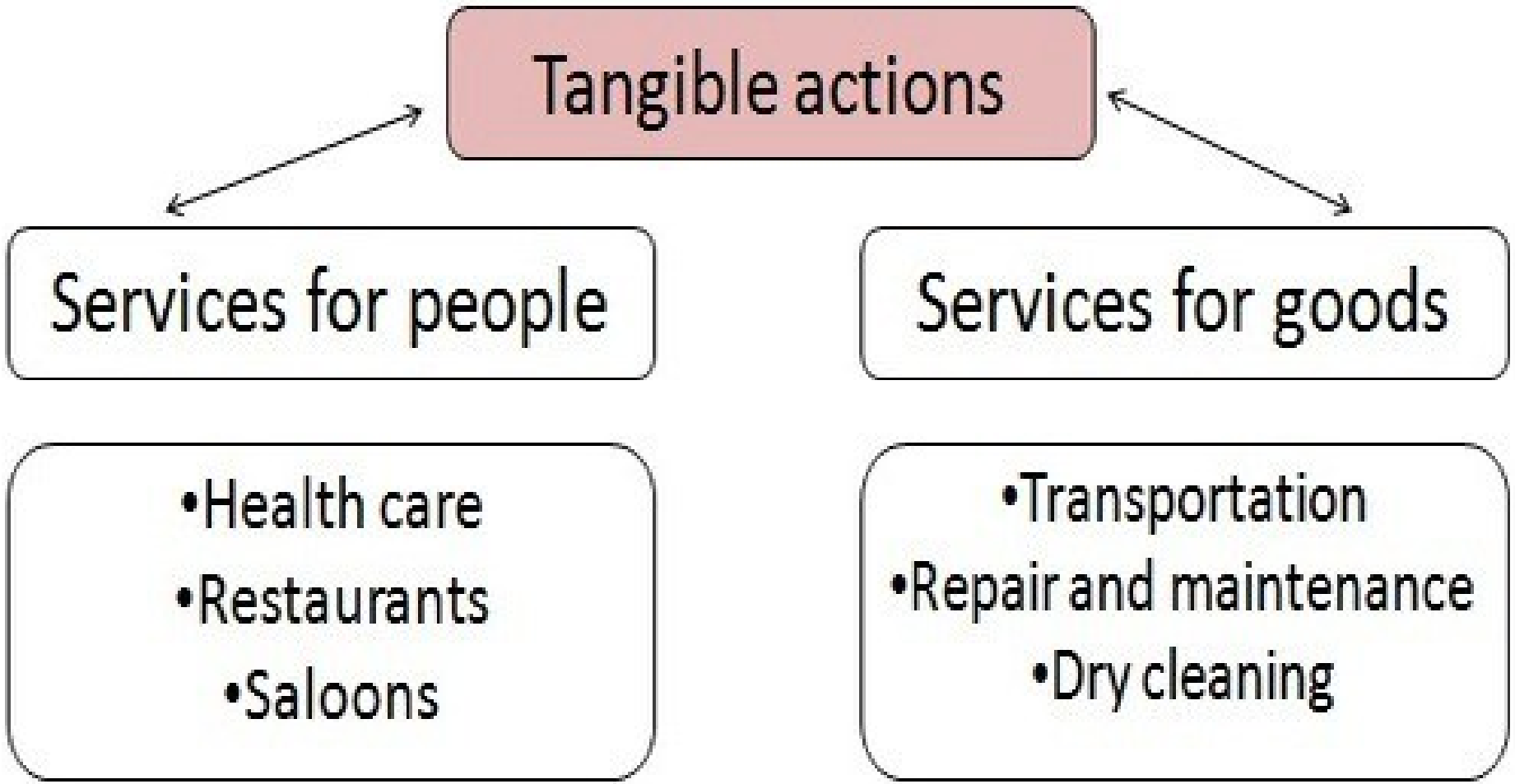

• Intangible actions
Services directed at people's mind
Services directed at intangible assets
•Education
•Theatres
•Information services
•Banking
•Legal services
•Insurance

Services based on Tangibility

Wherever people or products are involved directly with the services offered the service classification can be done based on tangibility.

The examples of such services are as follows:

- **Services for people** - Like Health care, restaurants and saloons, where the service is delivered by people to people.
- **Services for goods** - Like transportation, repair and maintenance and others. Where services are given by people for objects or goods.


Tangible actions
Services for people
Services for goods
•Health care
•Restaurants
•Saloons
•Transportation
•Repair and maintenance
•Dry cleaning

Thank You

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