

Service Marketing
Chapter-2
Classification and Types of Services

III. By People

The third main basis for classifying services is people. These services are provided based on the contact between the service provider and people. These are mainly of two types:

1. High contact

In this type of service, the service provider has a high level of contact with the customer. These services are mainly based on a particular person. The number of people providing such services is high. They are available to provide services to customers repeatedly and provide services for a long time. For example, teaching, consulting, surgery, etc. These services are mainly provided by high-level professional who have specific qualifications related to the service.

2. Low contact services :

There are many services in which the service provider has very little contact with the customer. Mostly, there is a machine or device that establishes contact with the customer on behalf of the service provider. These services are very prevalent abroad.