

(a) Customer service

(b) Service-based activities that economically provide specific services to customers.

(c) Value-added services are economic activities that provide services to customers by adding value to a product.

The service sector is a vast sector that includes many services. It mainly includes tourism, banking, communication, and local service providers such as beauty parlors, hotels, hair saloons, etc. The service sector is called the tertiary sector. In India 50 percent of the total gross national product is obtained from the service sector. In India, the service sector includes all these sectors:

1. Hotels and restaurants
2. Railways
3. Transportation and warehousing
4. Communication (Post and Telegraph)
5. Banking
6. Insurance

Service Marketing

Chapter - I

Service Sector: Meaning, Nature & Importance

★ Scope of Service

The scope of services is vast. Many types of industries are included in services. Before understanding the service sector, it is appropriate to clarify here that it includes companies whose core product is providing services such as banks, insurance companies, etc. Secondly, where customer service is provided in which other services are also provided to the customer to support the core product along with it. This is generally done by all manufacturing and commercial organization. It includes satisfying customers' inquiries, resolving complaints, providing bill details, and receiving orders, etc. Therefore, the service sector is completely different from the services provided to customers along with any other product.

Service is a broad concept. The services provided by an organization can include the following: