Classification of Services Based on the Nature of Service

In service marketing, services are classified in various ways to understand their characteristics and marketing requirements. One important basis of classification is the nature of the service, which refers to what is being processed in the service delivery people, possessions, or information. Based on this, services can be classified into the following categories:

1. People Processing Services

These services are directed at people's bodies or physical presence. The customer must be physically present to receive the service. Such services often involve direct interaction between the service provider and the customer.

Examples:
 Healthcare services (hospitals, clinics)
 Education services (schools, colleges)
 Passenger transportation (bus, train, airlines)
 Beauty salons and fitness centers

Marketing Implication:
High importance is given to service quality, staff behavior, safety, and customer experience.

2. Possession Processing Services

These services are performed on customers' physical possessions, such as goods or property. The customer's physical presence is not always required.

Examples:
 Car repair and servicing
 Dry cleaning and laundry
 Equipment repair and maintenance
 Freight and cargo services

Marketing Implication:
Reliability, timeliness, and technical expertise play a key role in customer satisfaction.

3. Mental Stimulus Processing Services

These services are aimed at customers' minds, emotions, or intellect. Physical presence may or may not be required, especially with digital platforms.

Examples:
 Entertainment services (movies, concerts)
 Advertising and public relations
 Education and training programs
 Religious and cultural services

Marketing Implication:

Creativity, communication, and emotional connection are essential for success.

4. Information Processing Services

These services involve collecting, processing, and transmitting information. Customers do not need to be physically present, and services can often be delivered digitally.

Examples:
 Banking and insurance services
 Accounting and auditing
 Legal and consultancy services
 IT and data processing services

Marketing Implication:

Accuracy, confidentiality, speed, and technological efficiency are crucial factors.

Classification of services based on the nature of service helps marketers understand customer involvement, service delivery methods, and marketing strategies. By recognizing whether a service processes people, possessions, mental stimuli, or information, service providers can design better service experiences and achieve higher customer satisfaction.