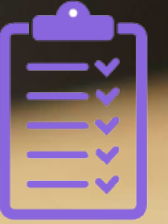


Key concepts of service management

Service offerings

Syllabus



1. Understand the key concepts of service management
 - 1.1 Recall the definition of:
 - a) Service
 - 1.3 Describe the key concepts of service relationships:
 - a) Service offering



What you will learn

By the end of this section, you will be able to:

- Describe the relationship between **products, services, and service offerings.**



What is a product?

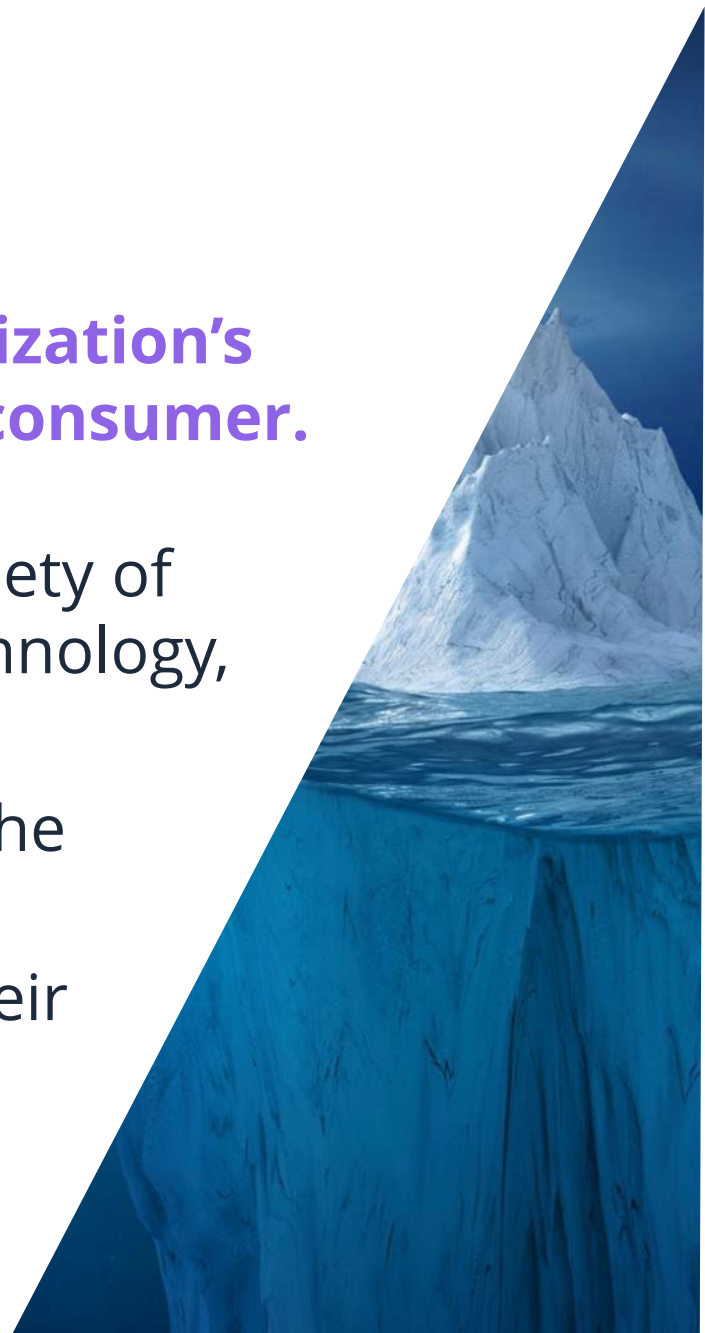


A product is a **configuration** of an **organization's resources** designed to offer **value for a consumer**.

Organizations **own** or **have access** to a variety of **resources**, including people, information technology, suppliers, and partners.

Products are **complex** and not fully visible to the **consumer**.

Organizations define which **product components** their consumers see and **tailor** them to suit their target consumer groups.



What is a service?



A service is a means of enabling **value co-creation** by facilitating **desired outcomes** for customers, without the customer having to manage specific costs and risks.



Services are based on one or more of an **organization's products**.



What is a service offering?



A **service offering** is a description of **one or more services** designed to address the **needs** of a **target consumer group**.

A **service offering** may include **goods**, access to **resources**, and **service actions**.

Goods



- Ownership is transferred to the consumer.
- Consumer takes responsibility for future use.

Access to resources



- Ownership is not transferred to the consumer.
- Access is granted/licensed under agreed terms or conditions.

Service actions



- They are performed by the provider to address a consumer's need.
- They are performed according to agreement with the consumer.

Hotel room

Goods?

Resources?

Service actions?



Recap: Key learning points



- A **product** is a **configuration** of an **organization's resources** designed to offer **value for a consumer**.
- A **service** is a means of enabling value co-creation by facilitating desired outcomes for customers.
- A **service offering** is a description of **one or more services, designed to** address the **needs** of a **target consumer group**.
- A **service offering** may include **goods, access to resources,** and **service actions**.

