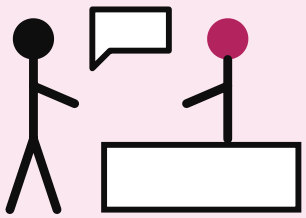
Field

Services marketing

Studies what sets services apart from products and how they are designed, managed and delivered to customers.



In Spanish

Marketing de servicios

Origin

Debated from the 1950s; Shostack (1977) gave it momentum and it consolidated in the mid-1980s

What it studies

A service cannot be touched or stored, and it is produced while it is used. It gives service design concepts such as physical evidence and service-dominant logic.

Principles

Intangible

The customer cannot see the service before using it.

Variable

It is delivered a little differently each time.

Used as it is produced

The customer takes part in the service.

Cannot be stored

What is not used in time is lost.

Applications in design

✓ Use it like this

Make visible what the customer cannot see: the process, the progress, the result.

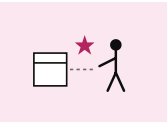
✗ Avoid

Treating a service as if it were a product on a shelf.

👁 Don't fall for it

The four traits are a debated simplification: many products include service and vice versa.

Theories and concepts



Theory

Service-dominant logic

Value doesn't come inside the product: it is created by using it, together with whoever offers it.



Concept

Service evidence

The tangible side of an intangible service: objects and spaces that show the service exists.

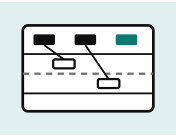


Model

Gaps model of service quality

Five gaps between what customers expect from a service and what they get, and where they arise.

Methods and tools



Artifact

Service blueprint

A map of the service that shows both what the person experiences and what makes it possible.



Method

Ecosystem map

Drawing all the actors in a service and what they exchange, to see the whole system.

Connections

Used in

- Experience design
- Service design

Authors and works

1977	**G. Lynn Shostack**	Argued that services marketing needs its own concepts, different from those of products.
1985	**Valarie A. Zeithaml, A. Parasuraman and Leonard L. Berry**	Brought together the four traits that usually set services apart from products.
2004	**Stephen L. Vargo and Robert F. Lusch**	Questioned those traits and proposed seeing all exchange as service.

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