

SERVICE TYPOLOGY: A classification model for product-service offerings

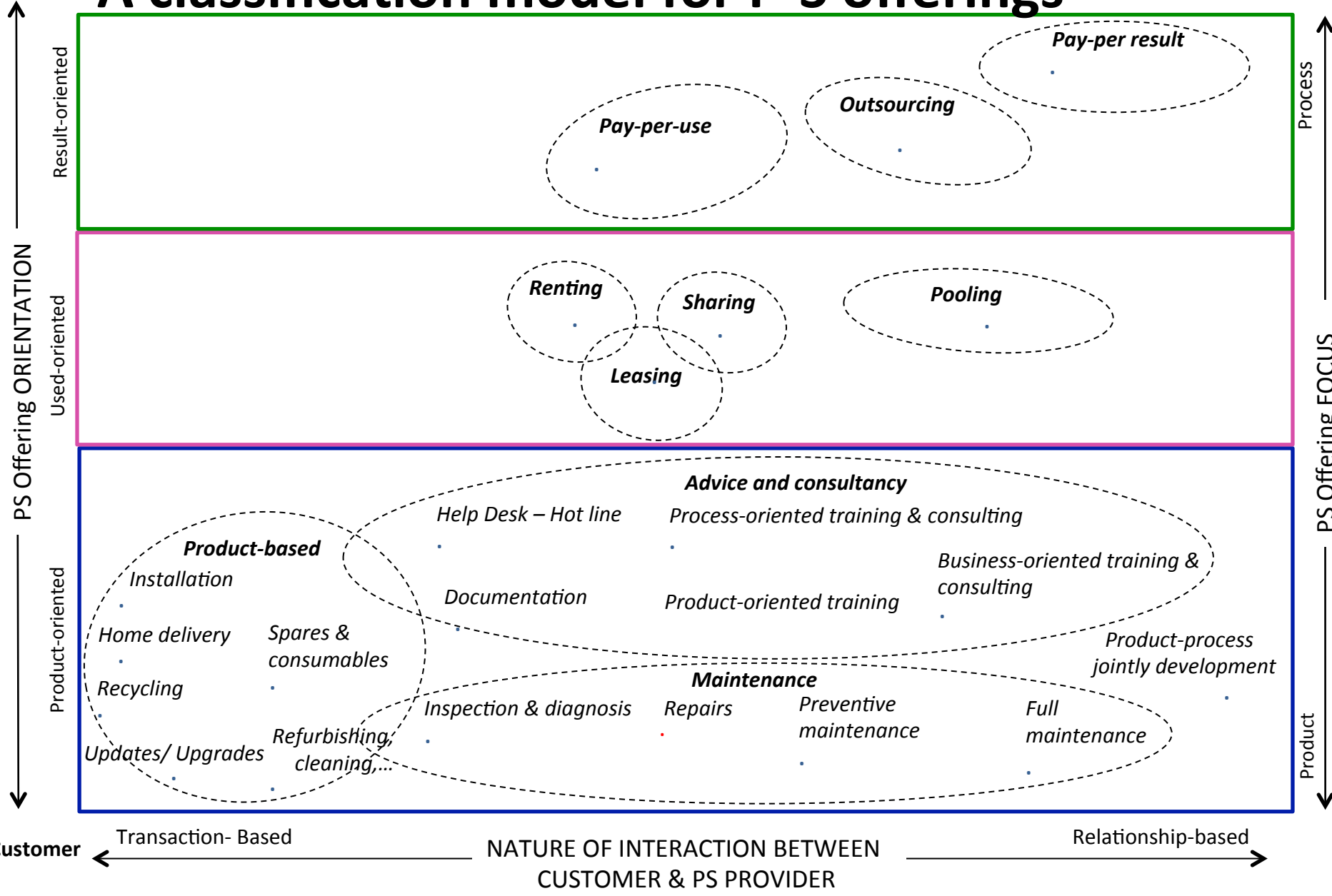
Dr. Veronica Martinez

Senior Research Fellow

Cambridge Service Alliance

A classification model for P-S offerings

PS PROVIDER



A classification for P-S offerings

PS PROVIDER

Result-oriented

Process

Used-oriented

PS Offering FOCUS

Product-oriented

Product

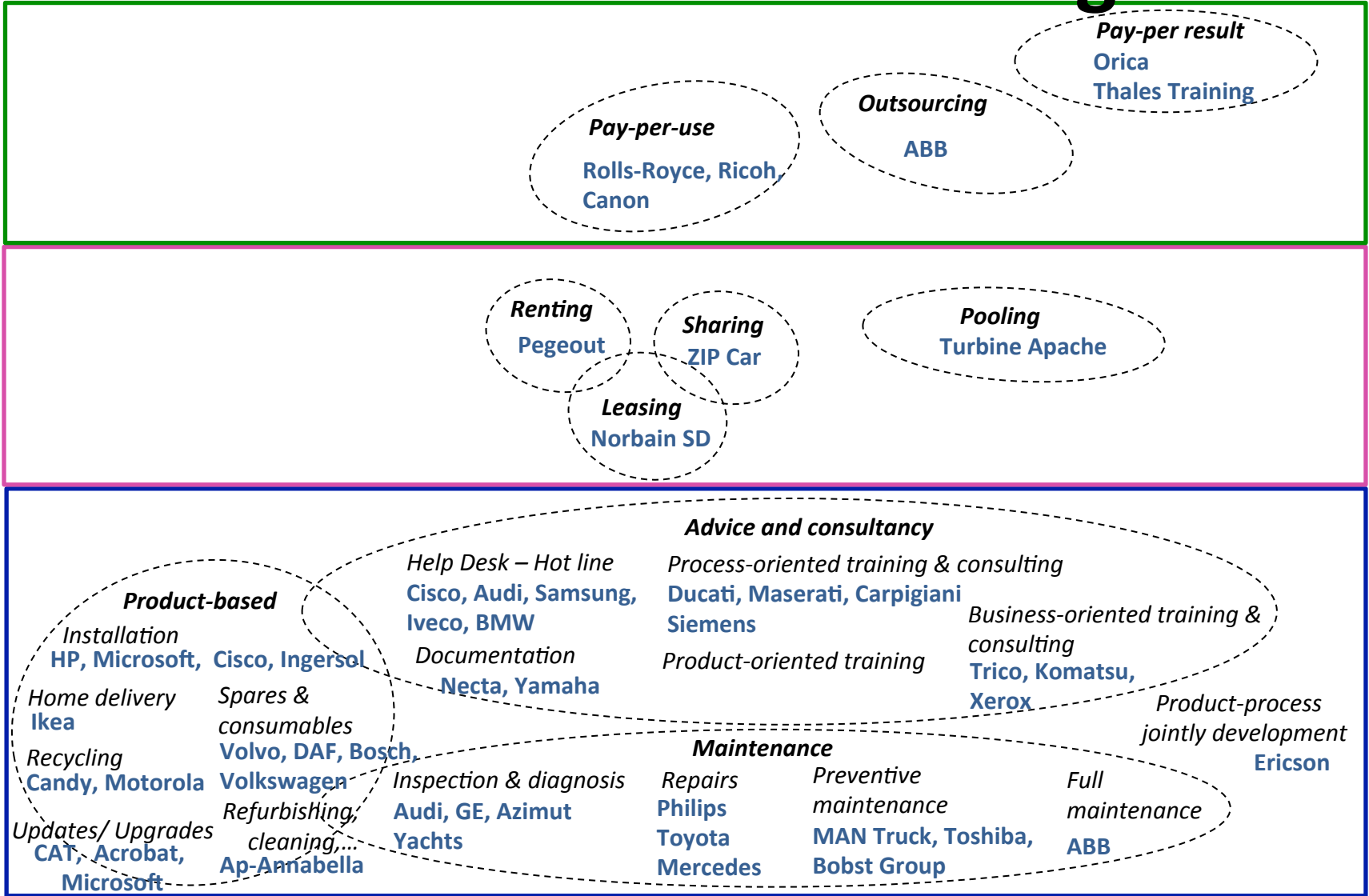
PS Offering ORIENTATION

Customer

Transaction- Based

NATURE OF INTERACTION BETWEEN
CUSTOMER & PS PROVIDER

Relationship-based



Benefits

The classification for product-service offerings is used to:

- **map current service** offerings -i.e. wide range in a single picture
- highlight the most profitable services
- highlight the supporting services to more profitable service propositions- i.e. strategic service mapping
- **map the future service** offerings and
- as a strategic tool- to analyse and eliminate unprofitable and/or similar services.

This is an easy tool to use and remember, it is generally used in service strategy and service design & innovation.

Further reading

Giardelli, Resta, Martinez, Pinto and Albores (2014), “A classification model for product-service offerings”, *Journal of Cleaner Production*, Vol. 66 (March), pp 507-519

For more information contact:

Dr. Veronica Martinez

Senior Research Associate | Cambridge Service Alliance | Institute for Manufacturing |
Department of Engineering | 17 Charles Babbage Road | Cambridge | CB3 0FS | UK |
www.cambridgeservicealliance.org | vm338@cam.ac.uk

Forthcoming webinars

Feb. 9th 2015	Impact of firms characteristics on survival	Prof. Ornella Benedettini
March 9 th 2015	Key Considerations in Asset Management Design	Dr. Florian Urmetzer
April 13 th 2015	Electric vehicles rental services	Claire Weiller
May 11 th 2015	Effect of social capital on risk taken by suppliers	Jingchen Hou