

B.COM SEM - VI
MIC - 7 (SERVICE MARKETING)
TOPIC - SERVICES BASED ON SKILL LEVEL

Services Based on Skill Level

In service marketing, services can be classified on the basis of the level of skill, knowledge, and expertise required from the service provider. This classification helps in understanding the nature of services, pricing, training requirements, and quality expectations.

Meaning

Services based on skill level refer to the categorization of services according to the degree of professional skill, technical knowledge, and experience involved in delivering the service. Some services require highly specialized skills, while others need basic or routine skills.

Types of Services Based on Skill Level

1. Professional Services

Professional services require highly specialized knowledge, formal education, and training. These services are generally governed by professional bodies and ethical standards.

Characteristics:

- * High level of expertise and judgment
- * Personalized and customized service
- * High credibility and trust required

Examples:

Doctors, lawyers, chartered accountants, architects, engineers, consultants.

2. Skilled Services

Skilled services require technical or vocational skills acquired through training or experience. These services do not always need formal professional degrees but demand competence and precision.

Characteristics:

- * Moderate level of skill and experience
- * Standardized service procedures
- * Performance depends on technical ability

Examples:

Electricians, plumbers, mechanics, computer technicians, tailors, drivers.

3. Semi-Skilled Services

Semi-skilled services require basic training and limited experience. The service tasks are routine in nature and involve simple operations.

Characteristics:

- * Limited technical knowledge
- * Repetitive and routine work
- * Low customization

Examples:

Machine operators, security guards, delivery staff, sales assistants.

4. Unskilled Services

Unskilled services require minimum or no formal training. These services involve simple physical or manual work.

Characteristics:

- * No specialized knowledge required
- * Easy to perform and learn
- * Low service differentiation

Examples:

Cleaning staff, helpers, loaders, gardeners, sweepers.

Importance of Skill-Based Classification

- * Helps in pricing of services
- * Determines training and development needs
- * Assists in quality control
- * Useful for manpower planning
- * Improves service positioning and marketing strategy

In conclusion classification of services based on skill level provides a systematic understanding of service delivery. It helps service organizations in selecting the right workforce, maintaining service quality, and meeting customer expectations effectively.