

Lecture 3: The Service Package (Service Flower)

Service Structure

Most service organizations offer **core products** accompanied by **supplementary services** designed to create differentiation and excellence, as these additional services provide added value to the customer, particularly in increasingly competitive markets.

Therefore, a service marketer must clearly understand what constitutes the **core service** provided by the organization, as well as the **supporting supplementary services**.

- **Core Service (Service de base):** This is the service that satisfies a fundamental customer need and represents the primary reason for the existence of the service organization. Examples include transportation for airlines, communication and voice services for telecommunications companies, and so forth.
- **Supplementary Services (Services périphériques):** These services satisfy secondary customer needs. Although there are multiple classifications of supplementary services, the most well-known is that proposed by **Lovelock**, who categorized them into two main groups:
 1. **Facilitating supplementary services (Services facilitants):** including information provision, order processing, billing, and payment.
 2. **Supporting supplementary services (Services de soutien):** including consulting, hospitality, security, and handling exceptions.

These eight categories of supplementary services are often represented visually in the form of a “**service flower**”, with the **core service at the center** and the supplementary services arranged as petals around it. Hence, this classification is referred to as the **Service Flower**, as illustrated in the following diagram:

1. **Information:** To derive full value from a product or service, customers—whether new or prospective—require comprehensive information about it. They need to know where the service is available, how to access it, its features, pricing, terms of use and purchase, and other relevant details. Examples of informational services include operating hours, signage indicating the service location, price lists, guarantees, reservation confirmations, additional services, sales conditions, and documentation.
2. **Consultation:** Consultative services are usually provided upon customer request, either to respond to inquiries or to resolve problems.
3. **Order Taking:** When a customer is ready to make a purchase, the supplementary service of order taking becomes critical. This involves receiving and processing orders or reservations.
4. **Hospitality:** For some services, customers may need to wait until the service is fully delivered. Successful organizations treat their customers as guests during this waiting period, enhancing the overall experience.
5. **Safeguarding Customer Property:** When customers visit a service site, they often require assistance in protecting their personal belongings and valuables.
6. **Exceptions:** Exception services include supportive activities that fall outside the scope of routine, standardized services. These are provided to address unique or unforeseen customer needs.