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Services — Glossary of Terms

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FOREWORD

This Indian Standard was adopted by the Bureau of Indian Standards, after the draft finalized by the Basic Services Sectional Committee had been approved by the Service Sector Division Council.

Services, as distinct from products, constitute a significant component of businesses and trade. Encompassing a wide range of consumer needs, service transactions take place more frequently than products. Due to their distinct nature of a non-material form, intangibility, heterogeneity, simultaneity of production, supply and consumption; services need to be understood differently from products to enable their standardization across their value chain. This Indian standard is a part of a set of guideline standards that are being developed for standardizing the basic characteristics and associated activities of services with the objective that these will be used by developers of services as well as by developers of sectoral standards on services.

As one of the initial steps, it is essential to identify the distinct terms used in the provision of services and to define the terms cogently to enable common understanding of frequently used terms and to subsequently use them and their definitions in standards, contractual agreements as well as for training and education, without any ambiguity in their interpretation. Some of the definitions have been specifically developed to provide distinction between terms that may otherwise appear similar or synonymous.

It is recognized that many terms have been defined differently in statues and other public documents. Accordingly, these terms shall be in addition to and not in derogation of any term defined in any other law in force.

Assistance has been drawn from the following standards in preparation of this standard:

IS No.	Title
IS/ISO 9000 : 2015	Quality management systems — Fundamentals and vocabulary (*fourth revision*)
IS/ISO 41011 : 2017	Facility management — Vocabulary
IS/ISO/IEC Guide 76 : 2020	Development of service standards — Recommendations for addressing consumer issues (*first revision*)
IS 18106 : 2022/ ISO 23592 : 2021	Service Excellence — Principles and model

Some of the relevant terms appearing in above standards have been included in this glossary.

The composition of the Committee responsible for the formulation of this standard is given in Annex C.

Indian Standard

SERVICES — GLOSSARY OF TERMS

1 SCOPE

This Indian Standard defines terms relating to services.

NOTES

1 Annex A includes a figure of the model of terms used in service provision.

2 The terms and definitions are arranged in conceptual order with an alphabetical index provided at the end of the document as Annex B.

2 TERMINOLOGY

2.1 Service Description

2.1.1 *Service* — Activity carried out in a transactional mode by a provider on the one side and a consumer on the receiving side, intended to result in the fulfilment of needs, expectations and requirements of a customer.

NOTES

1 Services are characterized by the absence of a physical shape that distinguish them from goods.

2 A Service is completed only when consumed.

3 The service transaction may require the consumer to play an active part in enabling delivery and fulfilment.

2.1.2 *Service Attribute* — Derived distinguishing feature(s) of a service.

NOTES

1 The terms 'service characteristic' and 'service attribute' are often used interchangeably. However, they differ from each other. Service characteristics are features that are built into the service design for example, service continuity (discrete or continuous), service automation (manual or automated). Service attributes are on the other hand experienced on the user side, for example consistency, reliability, availability of the service.

2 Both service characteristics and attributes play an important role in services classification.

2.1.3 *Service Characteristic* — Intrinsic distinguishing feature(s) of a service.

2.1.4 *Service Component* — Constituent or element of a service that plays a role in the service transaction.

NOTES

1 A service constituent may be a product, information, equipment, or software.

2 A service element may be a service that is added to or bundled together with other services to present a complete service experience. For example, concierge service, pick up and drop service offered as part of a hotel service package.

2.1.5 *Service Design* — Process or a set of processes for transforming requirements for the services and associated products where applicable, into specified service characteristics.

NOTES

1 Examples of requirements may include specifications, statutory requirements and specific or implied customer requirements.

2 Service design takes into account the risks that may be encountered in the attainment of service purpose and objectives.

3 Service design may include development of suitable processes, associated information for service delivery and use, as well as the selection and use of appropriate technology.

2.1.6 *Service Exclusion* — Specific mention of a restriction, or curtailment from the service scope in a service description.

2.1.7 *Service Nomenclature* — A system of names or terms, or the rules for forming these terms relating to services.

2.1.8 *Service Purpose* — The reason, objective or intended outcome for which a service is performed.

2.1.9 *Service Recipient* (*Target*) — The entity (person, group, organization, animals, plants, objects, and ecosystem) intended as the user or beneficiary of the service.

2.1.10 *Service Requirement* — A service characteristic or service attribute together with its acceptance criteria.

NOTES

1 Service requirements are typically included in service specifications or service agreements. In other contexts, such as public services, service requirements may be declared by the service provider.

2 A service requirement may be stated or implied.

2.1.11 *Service Scope* — The extent, range and boundaries of the service.

NOTES

1 The scope may be defined in the service design or in the service description as informed to the service recipient.

2 The scope of a bundled service (service package) may include different constituent services that together provide the overall service experience. For example, the scope of a car repair service may include prior and post information to the vehicle owner, vehicle pick-up and return and supplementary diagnostic reporting.

2.1.12 *Service Specification* — A requirement or a set of requirements that need to be fulfilled by a service to establish its fitness for purpose.

  NOTE — Service specification is usually documented in a contract, service agreement, statute, standard, and citizen's charter or similar.

2.1.13 *Service Standard* — Any of the documents related to quality of service provision such as service specifications, guidelines, glossary of terms, methods of monitoring and measurement.

2.1.14 *Service Value Proposition* — A statement or promise by the service provider that informs the potential customer of the service benefits and distinctive features (characteristics and attributes) of the service offered that distinguishes it from competitive offerings.

2.1.15 *XaaS* — A collective term that refers to the delivery of anything as a service.

Examples:
  a) SaaS — Software as a service
  b) CaaS — Communication as a service
  c) NaaS — Network as a service

2.2 Service Transaction

2.2.1 *Omnichannel Customer Service* — Seamless delivery of consistent service across multiple channels in real time. Omnichannel customer service integrates all channels into one unified system to provide multichannel support to customers, so they can move from channel to channel with context and ease.

2.2.2 *Service Communication* — Provision of information as a part of service realization.

  NOTES
  1 Service communication occurs between:
    a) service provider to service customer;
    b) service provider to service recipient;
    c) service customer/service recipient to service provider;
    d) persons or entities within the service network;
    e) equipment to equipment;
    f) equipment to person; and
    g) person to equipment.
  2 Service communication may occur before, during and after service delivery.

2.2.3 *Service Customer* — Person or entity who pays to receive a service.

  NOTE — In several professions, the term 'client' is used to refer 'service customer'.

2.2.4 *Service Delivery* — The implementation of service processes that result in service fulfilment.

  NOTE — Service delivery is also referred as service provision.

2.2.5 *Service Delivery Channel* — Route used for service delivery from service provider to service recipient.

  NOTE — Service channels include:
    a) direct provision from provider to recipient;
    b) through distributed networks such as branch offices, channel partners;
    c) through third party agencies, such as call centers, service centers;
    d) through authorized persons such as insurance agents, contracted staffing; and
    e) through internet/VPN connected devices.

2.2.6 *Service Delivery Equipment* — Hardware used during service realization.

  NOTE — Service delivery equipment may be used at any stage of the service realization process including in backend processes not visible to the service recipient.

2.2.7 *Service Delivery Interface* — The step or steps in the service delivery process where the service recipient (*see* **2.1.9**) receives or consumes the service.

  NOTES
  1 The service delivery interface is the shared boundary between the service provider and service recipient.
  2 Common examples of service delivery interface include:
    a) user interface (UI);
    b) man-machine interface (MMI);
    c) human-machine interface (HMI); and
    d) human-system interface (HSI).

2.2.8 *Service Delivery Medium* — Resource deployed to deliver the service.

  NOTE — Service delivery media include:
    a) service person such as masseur, tutor, tour-guide;
    b) equipment such as transport, ATM, ticket machine, electric power supply;
    c) facility such as banks, car-wash, laundromat, museum;
    d) internet website such as information portals, ecommerce stores, payment gateways; and
    e) apps (online and offline).

2.2.9 *Service Delivery Mode* — The respective supply conditions in which services are delivered from the service provider to the service recipient.

  NOTES
  1 Service delivery modes include:
    a) service delivery at customer's location;
    b) service delivery at service supplier's location;
    c) service delivery at third party outlets; and
    d) service delivery on internet cloud.
  2 The service supply 'modes' identified in the WTO general agreement on trade in services are based on similar considerations.

2.2.10 *Service Fulfilment* — The achievement of agreed or implied commitments relating to the service.

  NOTE — For discrete services, fulfilment can be evaluated by confirming that all the agreed service requirements have been met on completion of service delivery. For

continuous/ongoing services, fulfilment can be evaluated through service monitoring and measurement over defined periods.

2.2.11 *Service Outcome* — The output of a service process together with the extent to which the service purpose is achieved.

2.2.12 *Service Outlet/Service Delivery Point* — Physical facility, device or internet location where full or partial service delivery takes place.

2.2.13 *Service Process* — Process or set of processes that enable service delivery.

NOTES

1 IS/ISO 9000 : 2015 defines process as set of interrelated or interacting activities which transforms inputs into outputs.

2 A service process uses as applicable, resources such as human skills, knowledge, information, equipment, assets and facilities.

3 The effectiveness of a service process is a function of its ability to satisfy service requirements.

4 The efficiency of a service process is a function of the value added as a ratio of inputs and resources consumed.

2.2.14 *Service Provider* — Person or entity that provides service to a service recipient.

NOTE — In a distributed network or a service supply chain the term service provider can be used for different persons or entities.

2.2.15 *Service Realization* — Result of processes involved in service delivery that achieve the desired service outcome.

NOTE — Service realization may include service design processes where required for service fulfilment.

2.2.16 *Service Consumer* — Person or entity that consumes the service.

NOTES

1 The service delivery may entail service processes involving an asset of the service consumer, such as pets in a pet-care, appliances for repair, and parcels for post. While these processes have a direct impact on the sustenance, improvement or safety of the asset, the ultimate beneficiary of the service fulfilment is the owner of the asset.

2 In several situations, the service consumer is the larger society or community.

2.3 Service Request and Response

2.3.1 *Business Process Outsourcing* — The contracting of business functions or processes by an organization to another organization.

2.3.2 *Customer Contact Centre* — In-house or outsourced organization which provides customer contact services on behalf of a client organization', to their customers

NOTES

1 Customer contact services may include providing information proactively or on request, responding to queries, resolving or coordinating to resolve service requests and complaints, conducting surveys using channels such as telephone, live chat, or email.

2 A Customer contact center that provides contact services through the telephone is usually referred as call center.

2.3.3 *Remote Guidance* — Live and interactive support provided remotely to a customer or to a service provider through audio-visual media to enable performing task beyond their competence.

2.3.4 *Service Agent* — Person responsible for interacting with the customer regarding service delivery.

NOTE — Service agents may be complemented by bots during customer interaction.

2.3.5 *Service Enquiry* — Communication that requests information regarding services.

NOTE — A service enquiry may be:

a) informal, such as oral request at an information counter;

b) partially formal, such as from a call-center or chat box; and

c) formal, such as in a request for proposal.

2.3.6 *Service Request* — Request for supply or access to a service.

NOTES

1 A service request is usually made after agreement on the terms of service provision.

2 In many contexts, the term 'service request' is a part of a service agreement and refers to calls made for maintenance, or repair of equipment, software or similar.

2.3.7 *Service Request Closure* — Termination of the service request following service request fulfilment or decision to discontinue service delivery under intimation to service customer or service recipient or both.

2.3.8 *Service Request Escalation* — Seeking intervention from higher authority to ensure unfulfilled service request, address deficiencies of service, or unsatisfied expectations.

NOTE — The triggers for service request escalation may include:

a) passage of committed time for service delivery;

b) constraints in service delivery by designated service agent or provider; and

c) request or dissatisfaction expressed by service recipient.

2.3.9 *Service Request Fulfilment* — Service fulfilment based on service request.

NOTE — There may be occasions where a service request gets partially fulfilled or does not get fulfilled due to inadequate participation of the service recipient during the service transaction. In such cases, a service provider may claim service request fulfilment in his records with reasons.

2.3.10 *Service Request Registration* — Recording of a service request with relevant details essential to

provide the service and a registration index number assigned as common reference till the completion of service delivery.

NOTE — Relevant details may include:

a) customer identification;
b) details of service to be provided;
c) place and time of service delivery;
d) payment details; and
e) service agent.

2.3.11 *Service Request Status* — The state of progress of the service request at any point in time, that is, accessible to both service provider and service recipient.

2.3.12 *Service Responder* — Person or entity designated by the service provider to respond to a service request.

NOTE — In RPA (robotic process automation) based services, the service responder may be a software program such as a bot.

2.4 Digital Transaction

2.4.1 *App/Application* — A software program, downloaded on the user's device, that is designed to perform a specific function for the user through an interface.

2.4.2 *Chatbot* — A software that simulates human like conversations with users via text messages in messaging applications, websites, mobile apps. Its key task is to assist users by providing responses to their queries.

2.4.3 *Intelligent Virtual Assistants (IVA)* — AI-enabled chat assistant that generates personalized responses by combining analytics and cognitive computing based on individual customer information, past conversations, and location, leveraging the corporate knowledge base and human insight.

2.4.4 *Interactive Voice Response (IVR)* — An automated phone system technology that enables callers to access information via a voice response system of pre-recorded messages without having to speak to an agent as well as to operate certain commands such as menu options via touchpad key selection or speech recognition for service fulfilment.

2.4.5 *Online Experience* — The overall experience a consumer has while interacting with a website, portal or app to receive a service online.

NOTES

1 The online interactions may include navigation, providing or receiving information, communication with service agents or bots, receiving confirmations, approvals and status updates and integration with other online services such as payment interfaces.

2 Online experience is also referred as digital experience.

3 Online experiences may be measured through indicators such as website load time, time taken to complete the transactions, or through customer feedback.

2.4.6 *Robotic Process Automation (RPA)* — Software that builds, deploys and manages bots that mimic human behavior while interfacing with digital systems and software to carry out frequent, repetitive activities.

NOTE — Deployment of RPA as a service, leads to benefits such as cost reduction, higher efficiency, consistency, speed of operation, faster deployment, greater security.

2.4.7 *Self-Service Portals* — Self-service portals are online platforms that allow customers the ability to access information and resolve problems independently.

NOTE — Self-service portals can also help support agents to find important information quickly so they can share it with customers.

2.4.8 *User Interface* — The point of human-computer interaction and communication on a device, web page or app.

NOTE — The key elements of user interface include input controls, navigation controls and informational content.

2.4.9 *Widget* — A widget is a concise software program running continuously in the background and usually performing a single task through an interface placed on the mobile, tablet or computer screen.

NOTE — The widgets are not distinct from apps but rather a type or subset of apps wherein it involves a concise software program that operates in the background and may not have a screen interface.

2.5 Service Contract and Agreement

2.5.1 *Click-Wrap Agreement* — An agreement signed by a user on a website or social media site by clicking on an acceptance button or checkbox.

NOTE — While click-wrap agreements are used commonly for using web based and social media services, their legal validity varies from country to country. While examining their validity, regulatory authorities or courts often confirm that the terms and conditions were conveyed to the user in understandable terms.

2.5.2 *Contract Expiry* — The cessation of the service contract on completion of the contract's validity.

NOTE — The service contract conditions may extend some of the obligations on the contracting parties even after its expiry for a stated period or indefinitely. For example, the non-disclosure clause in a service contract may apply indefinitely after its closure.

2.5.3 *Contract Renewal* — The extension of the service contract in full or in part on completion of its validity period by mutual agreement.

2.5.4 *Contract Termination* — Exercise of right by either or both of the contracting parties to terminate the service contract before contract expiry.

2.5.5 *Non-Disclosure Agreement* — That part of the service contract that prescribes conditions and liabilities on the contracting parties and prohibits them from sharing confidential, sensitive, proprietary, valuable and personal information for purposes other than the fulfillment of contracted condition.

2.5.6 *Service Agreement* — An understanding reached between a service provider and a customer that includes a description of the service provision, the terms and conditions and rules of interactions associated with the service delivery.

> NOTES
>
> 1 A service agreement may range from the informal such as, oral discussions, to formal such as declaration of terms by the service provider, to legally binding such as, a documented contract.
>
> 2 The elements in a service agreement may include:
>
> a) the agreeing parties;
> b) service specification;
> c) service scope;
> d) service exclusion;
> e) service delivery mode;
> f) service delivery channel;
> g) duration of service provision;
> h) service monitoring requirements; and
> j) commercial terms.

2.5.7 *Service Contract* — Legally enforceable service agreement.

2.5.8 *Service Contract Scope* — The part of the service contract that describes the type and nature of services and the service scope (*see* **2.1.11**).

> NOTE — The service contract scope may include service outcomes, terms of service delivery, inclusions and exclusions.

2.5.9 *Service Contract Terms and Conditions* — The rules, rights, obligations and restrictions binding the service provider and the customer in the service contract.

2.5.10 *Service Contract Validity* — That part of the service contract that describes the agreed period and the conditions under which the contract shall remain valid.

> NOTE — Service contracts often describe conditions that will render the contract invalid such as non-fulfilment of obligations by either of the contracting parties or force-majeure conditions.

2.5.11 *Service Level Agreement* — Service agreement that describes a framework for the measurement of the service outcomes together with service monitoring methods and subsequent actions when service results are not achieved.

> NOTE — The term 'service level agreement' is sometimes used to denote the entire service contract.

2.5.12 *Service Package* — More than one service bundled together in a service agreement.

2.6 Customer Engagement Related Terms

2.6.1 *Complaint* — Expression of dissatisfaction made to a service provider, related to his product or service, where a response or resolution is explicitly or implicitly expected.

2.6.2 *Customer Feedback* — Information, opinions or insights shared by customers based on their perceptions of the service experience and on their satisfaction with the service outcomes.

2.6.3 *Customer Journey* — A customer's complete experience, including the touch-points and engagements that take place during the service delivery.

2.6.4 *Customer Journey Map* — A diagram that visualizes the customer journey from the first to final customer touch point.

> NOTE — Customer journey mapping is a powerful tool used by service providers to learn whether the service realization and service purpose is achieved, and to use the information to enhance customer experience and eliminate pain points.

2.6.5 *Customer Touch Points* — Occasions during which a consumer or his/her asset interacts with the service provider.

> NOTE — Service providers use the customer touch points to monitor the service characteristics and service attributes as well as to generate customer feedback.

2.6.6 *Service Subscriber* — Person or entity that signs up as a member or registered customer with a service provider and pays where applicable, for availing the services provided on a continuous basis.

2.6.7 *Service Subscription Account* — Enrolment of a service subscriber indexed to his/her credentials that enables him/her to avail the subscribed services.

> NOTE — Service subscription accounts often use subscribers' email, mobile number or other subscription accounts as credentials.

2.7 Payments and Fees

2.7.1 *Electronic Payment Wallet (E-Wallet)* — A service subscription account in which a service subscriber can digitally store money or receive

credit for any future online transaction.

NOTE — E-wallets are provided by third party financial payments organizations for common use; by e-commerce platforms for buying their listed products, or by merchants for buying products or services offered by them.

2.7.2 *Payment Interface* — Any of the authorized and secured means of payment for accessing services including payment counters, point of access machines, internet banking, internet payment gateways, electronic payment wallets.

2.7.3 *Payment Interface Device* — A device made available by the service provider that accepts payments in cash, through credit/debit cards or through unified payment interface (UPI) accounts.

NOTE — Examples of payment interface device include vending machines, ticketing machines, or point of sales (POS) machines.

2.7.4 *Service Fee* (*Service Charges*) — Amount charged for services provided on a flat-rate basis;or in the case of continuous/on-going services, on a service unit or periodic interval basis.

NOTE — Examples of service fees on flat-rate basis include charges paid for consultancy, airline ticket, construction of house. However, the flat-rate payments may be paid in instalments on completion of stages of service delivery. Examples of service fee on continuous/on-going basis include monthly or yearly rates fixed for housekeeping, security, or on a consumption basis such as for telecom services.

2.7.5 *Service Subscription Account Fee/Charge* — Amount paid for signing up for service subscription account and for its extension on periodic (monthly, quarterly, yearly or lifetime) basis.

2.7.6 *Service Transaction Fee/Charge* — Service fee charged for providing a service or a service service package.

NOTE — Service fee may be charged on service units basis for continuous services (for example, telecom services) or for services transacted under rate contract (for example, billing hours under consultancy contract).

2.8 Security

2.8.1 *Cyber Security* — Coordinated actions taken to protect internet connected computers, servers, mobile devices, electronic systems, networks, programs and data from malicious attacks and unauthorized access.

NOTES

1 Coordinated action may include application of defending programmes, processes, practices, triggers, alarms and controls.

2 In the context of services, cyber security applies to protection of customer's data, intellectual assets, bank and treasury accounts etc.

2.8.2 *Data Privacy* — The right of an individual that his data and personal information is collected and used by the service provider confidentially and that their retention, disclosure and disposal shall be made strictly in accordance with the legal or contractual obligations.

NOTE — Data privacy is sometimes also referred to as information privacy.

2.8.3 *Digital Signature* — A legally acceptable authentication mechanism that enables an authorized person to attach a software code that acts as a signature on an electronic message or document.

2.8.4 *Digital Vault Service* — Cloud based secure storage space for storing and accessing electronic documents and information with extra layers of security and encryption provided as a service.

2.8.5 *Encryption* — Function of transforming data by the discipline of cryptography in order to make the data undecipherable to anyone except the intended recipient.

2.8.6 *Information Security* — The preservation of confidentiality, integrity, and availability of information stored on any media.

2.8.7 *Network Security* — Set of rules and configurations designed to protect the integrity, confidentiality and accessibility of computer networks using both software and hardware technologies.

2.8.8 *Personal Security Services* — Services provided by the state or on private hiring basis to protect individuals under threat of attack.

2.8.9 *Security Guarding Services* — Services provided to protect physical establishments against unauthorized access, theft and attack through deployment of persons (guards) and surveillance equipment.

2.8.10 *Vault Service* (*Physical*) — Container leased or rented for the storage of personal goods in a secure facility with mechanical or digital locks.

NOTE — Vault is also sometimes referred to as locker.

2.9 Service Quality

2.9.1 *Customer Expectation* — The actions, behaviors, outcomes and value that a customer expects or believes will be delivered by a service or service package.

NOTES

1 Customer expectation may be expressed or latent (unexpressed).

2 Customer expectations are derived from promises made by the service provider by customer previous experiences of

the service, or by comparison with similar services.

3 The addition of features or service components in the services enhance customer expectation over time that may be over and above the basic needs.

4 Examples of basic customer expectations from services include:

a) understanding the customer's specific needs;
b) delivering what is promised;
c) explaining the service and the delivery process;
d) keeping the customer informed;
e) not putting the customer at risk;
f) maintaining honesty and fairness at all times;
g) honouring time commitments;
h) demonstrating interest;
j) having patience; and
k) being friendly and courteous.

2.9.2 *Service Communication Error* — Transmission of information related to service delivery that is not factual, relevant, complete or timely.

NOTES

1 Service communication error can occur in the backend processes or at the service interface.

2 Service communication errors can occur in oral messages, documents, and displayed text, information posted on text messaging media, website or social media.

3 The impact of service communication errors can vary from inconsequential to critical, and in the latter case significantly harm the interests of the service provider and the service recipient or the service customer.

2.9.3 *Service Conformance Level* — The proportion of service delivered that meets the service specification (*see* **2.1.12**).

NOTES

1 Service conformance level may refer to individual service requirement or the entire service specification.

2 For variable attributes such as time, service conformance level may refer to mean deviations measured in the unit or as standard deviations from the conformance limits.

3 Service conformance level may also include associated products, equipment and facilities for which service requirements have been specified.

2.9.4 *Service Delivery Delay* — The time interval between the planned or committed service delivery and actual service delivery.

NOTES

1 The most commonly applied service requirement in service specifications is the time of service delivery and also the one that has the greatest impact on customer satisfaction.

2 The time requirement may be committed in terms of passage from the moment of service request acceptance or in terms of a time schedule when a future event will occur, such as maintenance service schedules, train departure and arrival times. The service delivery delay is measured as deviation from the committed maximum passage or from the designated scheduled time of an event.

2.9.5 *Service Delivery Reliability* — The probability that a service shall meet the service specification (*see* **2.1.12**) upon each delivery or continue to do so over a defined period of time.

NOTE — Due to intangible nature of many service

attributes, reliability is generally expressed for those attributes that can be measured or counted such as delivery time, downtime, availability, documentation errors, and breaches of security. Reliability measurements may be difficult to express for service attributes such as courtesy or service characteristics such as competence.

2.9.6 *Service Experience* — The overall experience emerging from interactions during the customer journey as well as the emotional impression associated with the experience.

NOTES

1 Direct experiences refer to outcomes of interactions and service delivery that may be positive in terms of service fulfilment; or negative in terms of promise not honored, or mismatch of service design with customer needs. Emotional impressions result from intangible attributes of the service such as the nature of interactions with service providers; their willingness and responsiveness to serve, inform and resolve queries; competence of service provider; the offer of customized solutions; flexibility to accommodate special needs.

2 The evaluation of service experience typically includes both direct experience (for example, did you receive the service on time?) and emotional impression expressed as perceptions (for example, how satisfied are you with the behavior of staff?) or feelings (for example, how likely are you going to avail the service in future?).

2.9.7 *Service Failure* — Non-delivery of service or a significant gap in meeting customer requirements.

2.9.8 *Service Fulfilment Time* — The period between when a customer makes a request for a service and the service fulfilment.

NOTES

1 For continuous/ongoing services, the service fulfilment time may be measured as compliance with or delays with respect to the planned delivery times of the service components.

2 Service fulfilment time may be measured as minimum, maximum, average or median time intervals for repetitive services.

2.9.9 *Service Non-Conformance* — Non fulfilment of a service requirement.

2.9.10 *Service Outage* — Non availability of a service for a period other than scheduled.

NOTES

1 Service outage has different impacts on discrete/on demand services and on continuous/ongoing services. While the former may appear in the form of unavailability or lack of access to the service that may result in customer dissatisfaction or attrition, an outage of the latter may lead to major business disruptions and cause wide spread losses.

2 In certain service situations, such as human life support systems, an outage of even seconds may be significant.

2.9.11 *Service Performance Error* — Deviation in service process from specified procedure or plan that may or may not result in service non-conformance.

2.9.12 *Service Provider Attitude* — Mental disposition of the service provider that reflects in the manner in which

the service is delivered.

NOTES

1 Service provider attitude, that strongly correlates with behavior, has a major impact on service quality and consequently on services performance, especially where the behavior is visible to the customer.

2 Examples of positive attitude include willingness to help empathy, patience, optimism, responsiveness and attentiveness to customer's needs. Examples of negative attitude include indifference, avoidance, pessimism, intolerance, hostility.

2.9.13 *Service Provider Behavior* — The way in which the service provider conducts himself/herself while delivering the service.

NOTE — Good behavior include friendliness, courtesy, politeness, fairness decorum in oral, and written communication, prompt attendance, and offering assistance to customers. Adverse behavior include rude communication, ignoring customers, making customers wait without reason, discriminating between customers.

2.9.14 *Service Provider Competence* — Ability to apply knowledge and skills with regard to service delivery.

NOTES

1 The term 'service provider competence' applies to both the collective competence of the entity providing the service as well as to individuals responsible for the service delivery.

2 Service provider competence includes technical, domain, business sector knowledge, functional/professional skills, attitudinal and behavioral skills. The relative weight of each depends on the role performed by the service provider. For example, persons responsible to interact with the customers may need to specifically possess attitudinal and behavioral skills.

2.9.15 *Service Quality* — The degree to which a set of inherent characteristics of a service fulfils requirements.

2.9.16 *Service Quality Gap* — Term used to describe any of the gaps in the service life cycle including:

a) gap between customer needs and expectations and service design inputs;
b) gap between service design input and service standard;
c) gap between service standard and service quality delivered; and
d) gap between needs and expectations and customer perceptions.

NOTE — Service gaps can be evaluated through qualitative and quantitative assessment.

2.9.17 *Service Recovery* — Actions taken by the service provider to retrieve customer satisfaction and confidence following a service failure or disruption.

NOTE — Service recovery options include:

a) restoring the service in a short time;
b) resolving the complaint in a reasonably short

time;
c) offering an apology to the customer;
d) offering a compensation or refunding the payment to the customer; and
e) informing the customer of the corrective actions taken.

2.9.18 *Service Response Time* — The period between the point when a customer makes a request for a service and a response is provided.

NOTES

1 In some situations, such as in enquiry services, the response itself completes the service fulfilment. In other contexts, the response is the first acknowledgement of the request with or without indicating the next steps and time to deliver the service requested.

2 Service response time may be measured as minimum, maximum, average or median time intervals for repetitive services.

2.9.19 *Service Risk* — Risk associated with attainment of service purpose and objectives.

NOTE — Service risks may include effect on service quality, customer safety and security, service continuity, service access and availability.

2.10 Service Monitoring

2.10.1 *Audio Monitoring* — Real time observation of audio communication made by service provider or listening to its recording by designated monitoring personnel to determine conformance to service requirements (*see* **2.1.10**).

NOTE — Audio monitoring is mostly applied in call centers.

2.10.2 *Compliance Monitoring* — Confirming through confirmatory checks, inspections and audits that regulatory requirements for services are in compliance.

2.10.3 *Continuous Service Monitoring* — Tracking the performance of service process parameters on a continuous basis.

NOTE — Examples of continuous monitoring include health parameters to patients in intensive care, temperature of cold chain warehouses and transport, CCTV cameras for security.

2.10.4 *Periodic Service Monitoring* — Service monitoring checks made at defined intervals.

NOTE — Periodic monitoring may be made for the entire service or for a service component, service equipment, service delivery mode.

2.10.5 *Service Monitoring* — Process deployed to determine performance, conformance levels; for detection of errors, delays, disruptions and failures during service delivery; and to use the information for service performance improvement, service design improvement, process corrections and corrective actions.

NOTE — Service monitoring may include personal

observations, audio-visual aids, line sensors and readers, work flow integrated alarms and triggers, periodic inspection and audits.

2.10.6 *Service Outage Monitoring* — Tracking the number, time of occurrence and length of service outages and their restoration level.

2.10.7 *Service Transaction Analysis* — Systematic analysis of quality of service processes at a detailed or transaction level including the perception of the customer.

2.10.8 *Service Time Monitoring* — Monitoring of time as a service requirement.

> NOTE — Where several processes or service components contribute to service realization, time monitoring may be required at different levels.

2.10.9 *Service Trends Monitoring* — Monitoring of measured parameters of a service process using run, trend or control chart.

2.10.10 *Visual Monitoring* — Visual observations made by persons or equipment to determine conformance to service requirements.

> NOTE — Visual monitoring may include quick follow up for corrections when service non-conformance is detected.

2.10.11 *Workflow Based Monitoring* — Setting up validation and verification checks at different stages of the service flow to enable real time or trends-based evaluation of process and service delivery conformance to requirements.

2.11 Service Performance Indicators

2.11.1 *Customer Effort Score* — A perception measure of how much effort a service customer has to exert to get a service delivered or a service issue resolved.

2.11.2 *Customer Retention Score* — The percentage of customers who continue to use a service provider's services for repeat purchases or on an ongoing basis throughout a specified time period (do not migrate to other service providers).

2.11.3 *Enquiry Conversion Rate* — The proportion of service enquiries that result in a service agreement.

2.11.4 *First Call Resolution Rate* — The proportion of service enquiries that are responded to, or service requests resolved without a subsequent reference by the customer.

2.11.5 *Net Promoter Score* — A perceptional measure of how likely a service customer would recommend the service to other people who might be interested in using the service.

2.11.6 *Service Conformance Rate* — The proportion of services that are delivered without any service non-conformance.

2.11.7 *Service Delivery Unit* — A defined and measurable unit for the output of the service delivered.

> NOTES
>
> 1 Examples of service delivery unit for discrete/on demand service include transactions over the counter (ticket sales, cheque encashment), online transactions, calls attended, coaching sessions, consulting sessions, training modules and training hours. Examples of service delivery unit for continuous/on-going service include consumption volume (electrical energy, website views, telecast views, footfalls per day), man hours deployed (security, housekeeping).
>
> 2 Service delivery unit provides primary reference to measure progress, decide billing price, measuring costs, measuring quality performance, measuring delivery performance.

2.11.8 *Service Response Rate* — The proportion of service enquiries or service requests that are responded to the customer within the specified time.

2.11.9 *Service Satisfaction Score* — The service experience ratings acquired on a designated scale from service recipients after service delivery on individual or combination service attributes.

> NOTE — For continuous services, the service satisfaction evaluation may be carried out synchronously.

2.11.10 *Service Value* — The price a customer may be willing to pay for a service based on the usefulness, ability to fulfill requirements, and comparative advantage (over competitive services) he expects to receive.

> NOTE — Unlike products that have a defined bill of materials, the cost elements of a service are often intangible. While some elements such as man-hours, associated products, capital and operation costs of associated equipment can be used for apportioning cost, others such as intellectual contribution consulting, healthcare, education) are difficult to quantify. Value estimation of services is often comparative and sometimes a function of demand and supply. Increasingly suppliers use ratings given by previous users as a means to convey value to potential customers.

ANNEX A

(*Informative*)

CONCEPTUAL MODEL OF TERMS USED IN SERVICE PROVISION
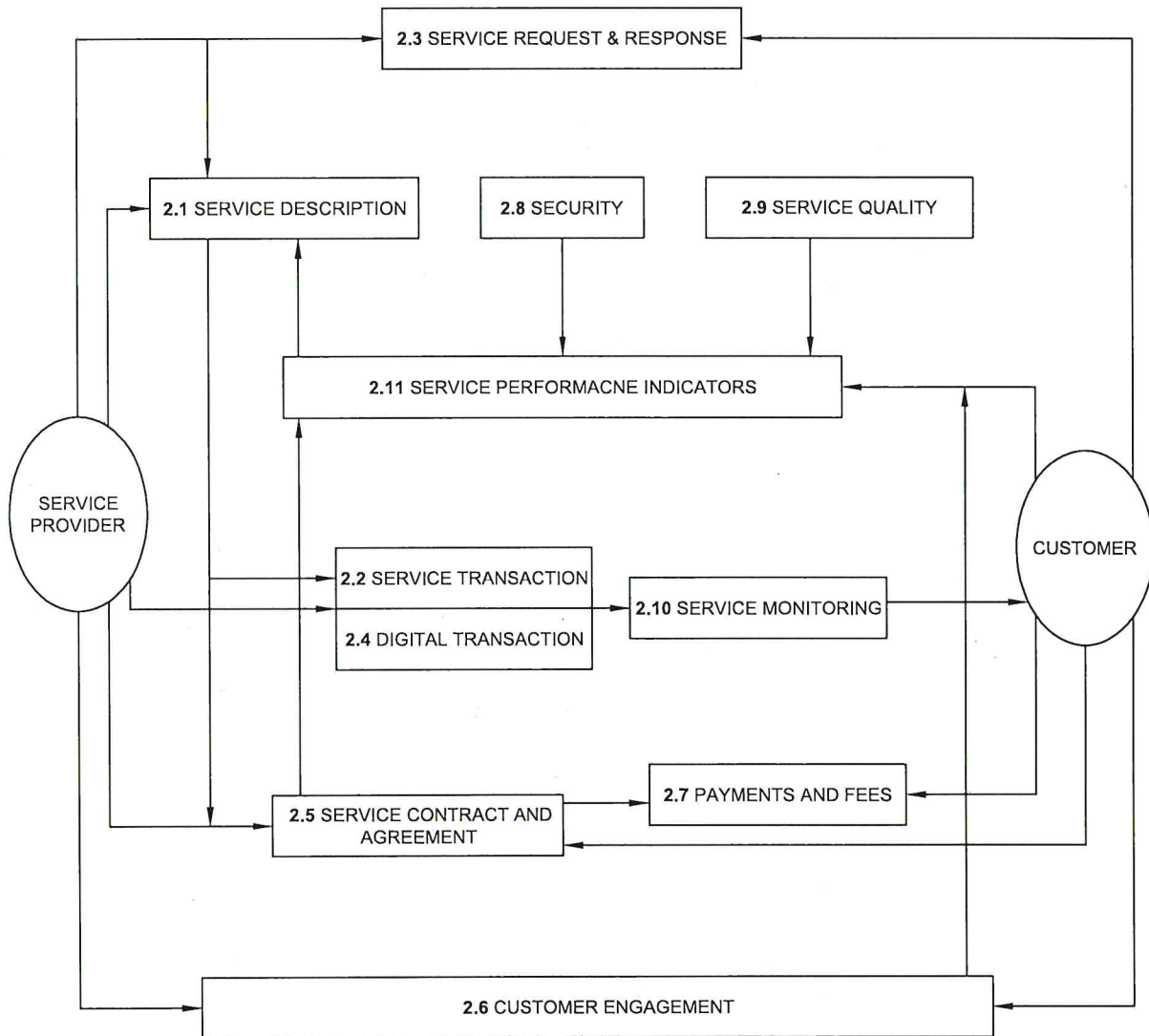
FIG. 1 CONCEPTUAL MODEL OF TERMS USED IN SERVICE PROVISION

ANNEX B

(Informative)

ALPHABETICAL INDEX OF TERMS

ANNEX C

(Foreword)

COMMITTEE COMPOSITION

Basic Standards on Services Sectional Committee, SSD 19

Organization	*Representative(s)*
In Personal Capacity (*641, Osimo Tower, Mahagun Modern, Sector - 78, Noida - 201305*)	SHRI ANUPAM KAUL (**Chairperson**)
Bureau of Indian Standards, New Delhi	SHRI SANJAY GOSWAMI
Confederation of Indian Industry (CII), Bengaluru	SHRI VIPIN SAHNI
Consumer Co-ordination Council, Rajkot	SHRIMATI RAMABEN R. MAVANI SHRI RAMJIBHAI B. MAVANI (*Alternate*)
Consumer Guidance Society of India, Mumbai	DR MANOHAR KAMATH DR SITARAM DIXIT (*Alternate*)
Consumer Welfare Association, Mumbai	MS JACQUELINE D'SILVA SHRI A. M. MASCARENHAS (*Alternate*)
Deloitte, Gurugram	SHRI SAURABH VIG SHRI VIRENDER VERMA (*Alternate*)
Department of Commerce, Ministry of Commerce and Industry, New Delhi	SHRI VIPUL BANSAL SHRI SENTHIL NATHAN S. (*Alternate*)
Department of Posts, Ministry of Communications, New Delhi	SHRI RUPESH PAL
Department of Telecommunication, Ministry of Communications, New Delhi	SHRI AVINASH AGARWAL SHRI SUSHIL KUMAR (*Alternate* I) SHRI SHEKHAR SINGH (*Alternate* II)
Federation of Indian Chambers of Commerce and Industry (FICCI), New Delhi	SHRI MRITUNJAY KUMAR SHRI ASHISH DHIMAN (*Alternate*)
HDFC Bank Limited, Mumbai	SHRI KANANAN RAMASESHAN
Income Tax Department, New Delhi	SHRI NAWAB SINGH
Indian Banks Associations, Mumbai	SHRI GOPAL MURLI BHAGAT SHRI K. S. ANBALAGAN (*Alternate*)
Indian Institutes of Management, Lucknow	SHRI AJAY KUMAR GARG SHRI KSHITIJ AWASTHI (*Alternate*)
KPMG International Limited, Bengaluru	DR K. K. RAMAN SHRI SANKARAN VENKATARAMANI (*Alternate*)
Ministry of Agriculture and Farmers Welfare, New Delhi	DR D. M. GOVINDA REDDY SHRI SHIVNANDAN (*Alternate*)
Ministry of Ayush, New Delhi	DR PRADEEP DUA DR RAJESHWARI SINGH (*Alternate*)

Organization	*Representative(s)*
Ministry of Education, Department of Higher Education, New Delhi	PROF MANOJ K. TIWARI
Ministry of Environment, Forest and Climate Change, New Delhi	SHRIMATI ANSHU SINGH SHRI UNMANA SARANGI (*Alternate*)
Ministry of Housing and Urban Affairs, New Delhi	SHRI SANJAY KUMAR SHRI YOGENDER SINGH (*Alternate*)
Ministry of Information and Broadcasting, New Delhi	SHRI DHANANJAY KUMAR SHRI GAURISHANKAR KESARWANI (*Alternate* I) DR DEEPALI SHARMA (*Alternate* II)
Ministry of Jal Shakti, Department of Drinking Water and Sanitation, New Delhi	SHRI GIRIRAJ GOYAL
Ministry of New & Renewable Energy, New Delhi	SHRI ARUN KUMAR SHRI VIKRAM DHAKA (*Alternate*)
Ministry of Ports, Shipping and Waterways, New Delhi	SHRI H. N. ASWATH SHRI ANIL PRUTHI (*Alternate*)
Ministry of Skill Development and Entrepreneurship, New Delhi	SHRI C. S. MURTY
National Association of Software and Service Companies, New Delhi	SHRI K. S. VISWANATHAN SHRI MANJUNATHA HEBBAR (*Alternate*)
National Law University, New Delhi	PROF HARPREET KAUR DR JASPER VIKAS (*Alternate*)
Quality Council of India (QCI), New Delhi	SHRI RAJESH MAHESHWARI
Railways, Ministry of Railways, New Delhi	SHRI AHMED WASI KHAN SHRI KUMAR SAMBHAV (*Alternate*)
Services Export Promotion Council, New Delhi	SHRI MAYANK SHARMA
Tata Consultancy Services, Mumbai	SHRI RAVI MAHAMUNI
VA Consulting, Gurugram	SHRI VINEET SHARMA
In Personal Capacity [*Founder & CXO, Relevanta Solutions LLP B2601, JP Decks, Film City Road, Next to Dindoshi Court, Gokuldham Goregaon Malad (East) Mumbai - 400097*]	SHRI JITENDRA AGRAWAL
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In Personal Capacity (*Room No. 811, 8th Floor, NAFED House, Near Siddharth Enclave, Ring Road, Ashram Chowk, New Delhi - 110014*)	DR PRALOK GUPTA

Organization	Representative(s)
In Personal Capacity (*#110/1, M Krishnappa Layout, Opp. KIA Car Showroom, Lalbagh Road, Bengaluru - 560027*)	SHRI ROHIT KUMAR GUPTA
In Personal Capacity (*F-401, Ireo Grand Arch, Archview Drive, Sector 58, Opp. Ireo Police Station, Gurugram - 122101*)	SHRI PRASHANT HOSKOTE
In Personal Capacity (*401, Tower 7, Lotus Boulevard, Sector 100, Noida - 201304*)	SHRIMATI ARTI KHOSLA
In Personal Capacity (*C-39/B Shri Ram Kunj Shalimar Garden Ex-II, Sahibabad, Ghaziabad - 201005*)	DR DEEPAK KUMAR
In Personal Capacity (*Q – 14 Shri Niwas Puri, New Delhi - 110065*)	PROF VED PARKASH KUMAR
In Personal Capacity (*C-45, Kendriya Vihar, Sector 56, Gurugram - 122011*)	SHRI LALIT KUMAR MEHTA
In Personal Capacity (*BH 542, East, Shalimar Bagh, New Delhi - 110088*)	SHRI HARISH NAGPAL
In Personal Capacity (*C73 Inderpuri, New Delhi - 110012*)	DR SHENOY ROBINSON
In Personal Capacity (*5152 Preatige Bagmane Temple Bells, Rajrajeshwari Nagar, Bangaluru - 560098*)	SHRI ANURAG SEKSARIA
In Personal Capacity (*C-40 Chandra Nagar, Ghaziabad - 201011*)	SHRIMATI SEEMA SHUKLA
In Personal Capacity (*Vinod Gupta School of Management, IIT Kharagpur, Kharagpur - 721302*)	SHRI S. SRINIVASAN
In Personal Capacity (*Flat No. 302, Jyoti Residency, Plot no. 60, Gautami Enclave, Kondapur, Hyderabad - 500084*)	SHRI ROOP KUMAR NAGUMANTRY KAMESWARA VENKATA
BIS Directorate General	SHRI S. K. KANOGIA, SCIENTIST 'F'/SENIOR DIRECTOR AND HEAD (SERVICE SECTOR) [REPRESENTING DIRECTOR GENERAL (*Ex-officio*)]

Member Secretary
SHRI DARPAN CHALIA
SCIENTIST 'B'/ASSISTANT DIRECTOR
(SERVICE SECTOR), BIS

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Subcommittee on Services Terminology Classification, SSD 19:1

Organization	*Representative(s)*
In Personal Capacity (*641, Osimo Tower, Mahagun Moderne, Sector - 78, Noida - 201305*)	SHRI ANUPAM KAUL (***Convenor***)
Bureau of Indian Standards, New Delhi	SHRI SANJAY GOSWAMI
Confederation of Indian Industry (CII), Bengaluru	SHRI VIPIN SAHNI
Department of Commerce, Ministry of Commerce and Industry, New Delhi	SHRI VIPUL BANSAL SHRI SENTHIL NATHAN S. (*Alternate*)
Federation of Indian Chambers of Commerce and Industry (FICCI), New Delhi	SHRI MRITUNJAY KUMAR
Ministry of Environment, Forest and Climate Change, New Delhi	MS ANSHU SINGH
National Accreditation Board for Certification Bodies (NABCB), New Delhi	SHRI RAJESH MAHESHWARI
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