In this article, I want to focus on the differences between service and products. I will also talk about how the two concepts work together in an ITIL 4 environment. Follow me as we will be looking at the two together in this article.

Services

A Service can be seen as a means of enabling value co-creation. It helps to facilitate outcomes that customers want to achieve, without the customer having to manage the cost and the risks.

The service is always based on one or more of its products and services. When you are rendering services, you are putting all your resources in place in order to ensure that customers get what they are looking for.

Products

Products can be seen as a configuration of resources, created by an organisation. They should be potentially viable for their customers. When organisations create products to offer to customers, they are putting some of their resources together at different levelsThis is done to generate income or goodwill. It is not left for potential or current customers to choose which of the products they will be able to afford.

Another fact that you need to know about products is that they are always complex in nature. Also, not all products that are available in an organisation are visible to customers. The part that is visible is those that they have to offer to customers. It includes resources that they have put in place to support customers.

It is left for the organisation to decide which aspect of their products will to see and tailor those components in order to meet the need of customers.

Action Point.

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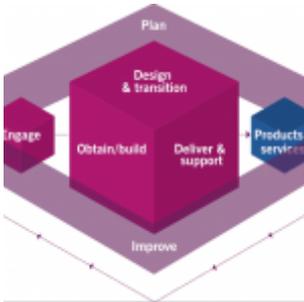How Service Providers And Consumers Co-Create Value

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