

FIGURE 4.10: Service System Design Matrix

		Degree of Customer–Provider Contact				
		None	Some	High		
Sales Opportunity	High	Contact via Internet and On-site Technology (kiosks, vending machines, ATMs, etc.)	Face-to-Face Contact (total customization)	Face-to-Face Contact (some customization)	Low	Production Efficiency
	Low		Face-to-Face Contact (little customization)	Phone Contact		
		Mail Contact			High	

SOURCE: Studyblue. (n.d.). Service system management. Retrieved from <https://www.studyblue.com/notes/n/-6-service-system-management/deck/6772308>