

Puzzle: Service Characteristics Match-Up

Match the following service characteristics with their correct description.

Service Characteristics:

1. **Intangibility**
2. **Inseparability**
3. **Perishability**
4. **Variability**

Descriptions:

- A. Services cannot be stored, saved, or inventoried.
- B. Services are produced and consumed at the same time.
- C. Services cannot be touched, seen, or felt before they are purchased.
- D. Service quality can vary depending on who provides the service and when or where it is provided.