

## **Puzzle: Understanding Service Delivery Channels**

### **Question:**

Service delivery channels used by companies to deliver services to customers. Match each delivery channel with its correct description.

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### **Service Delivery Channels:**

1. **Direct Channel**
  2. **Indirect Channel**
  3. **Online Channel**
  4. **Physical Channel**
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### **Descriptions:**

- A. The service is provided through a physical location or face-to-face interaction, such as retail stores, offices, or service centers.
- B. The service is delivered through digital platforms, like websites, mobile apps, or online portals, allowing customers to access services remotely.
- C. The service is provided through intermediaries or third parties, such as agents, brokers, or resellers, who connect the service provider to the customer.
- D. The service is delivered directly from the provider to the customer without intermediaries, often involving face-to-face interaction or direct contact.
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### **Answer:**

1. **Direct Channel** → D. The service is delivered directly from the provider to the customer without intermediaries, often involving face-to-face interaction or direct contact.

2. **Indirect Channel** → C. The service is provided through intermediaries or third parties, such as agents, brokers, or resellers, who connect the service provider to the customer.
3. **Online Channel** → B. The service is delivered through digital platforms, like websites, mobile apps, or online portals, allowing customers to access services remotely.
4. **Physical Channel** → A. The service is provided through a physical location or face-to-face interaction, such as retail stores, offices, or service centers.