

## E-Services And Other Distribution Channels

S.Sindhubairavi (Ph.D Scholar)<sup>1</sup>

P.K.R. Arts College For Women, Gobi

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### **ABSTRACT:**

**E-Services:** Short for Electronic Service. Internet is the main channel for Service. It seems compelling to adopt Rowley (2006) approach who defines e-services as: "...deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-tailing, customer support, and service delivery". In this hectic and growing world people are very fast and involved in their work. They don't have time to go directly to the shop and purchase the goods or services they want. So there emerges the concept of E-services. E-services, a business concept developed by Hewlett Packard (HP), is the idea that the World Wide Web is moving beyond e-business and e-commerce (that is, completing sales on the Web) into a new phase where many business services can be provided for a business or consumer using the Web.

**Keywords:** E-Services, e-tailing, consumer, services

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### **I. Introduction**

In this hectic and growing world people are very fast and involved in their work. They don't have time to go directly to the shop and purchase the goods or services they want. So there emerges the concept of E-services. E-services, a business concept developed by Hewlett Packard (HP), is the idea that the World Wide Web is moving beyond e-business and e-commerce (that is, completing sales on the Web) into a new phase where many business services can be provided for a business or consumer using the Web. Some e-services, such as remote bulk printing, may be done at a Web site; other e-services, such as news updates to subscribers, may be sent to your computer. Other e-services will be done in the background without the customer's immediate knowledge. HP defines e-services as "modular, nimble, electronic services that perform work, achieve tasks, or complete transactions." Using HP's e-services concept, any application program or information resource is a potential e-service and Internet service providers (ISPs) and other companies are logical distributors or access points for such services. The e-services concept also sees services being built into "cars, networked devices, and virtually anything that has a microchip in it." HP's vision is that IT departments will increasingly address their needs in a modular way so that individual modules can potentially be addressed by some e-service.

### **Meaning Of E-Services**

E-Services: Short for Electronic Service. Internet is the main channel for Service. It seems compelling to adopt Rowley (2006) approach who defines e-services as: "...deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-tailing, customer support, and service delivery".

### **The Following Elements Together Form An Eservice:**

- service (i.e. not goods)
- delivered over Internet or an electronic network
- supply is essentially automated or involves only minimal human intervention
- it is impossible to ensure in the absence of information technology

There is also an additional condition, which is not explicitly stated in the legislation, but can be deducted upon the existing EU VAT case-law:

- supply is made for consideration (i.e. for payment)

### **Examples Of What Are Eservices**

**The implementing regulation further provides some examples of eservices. These are:**

- The supply of digitised products generally, including software and changes to or upgrades of software;
- Services providing or supporting a business or personal presence on an electronic network such as a website or a webpage;
- Services automatically generated from a computer via the Internet or an electronic network, in response to specific data input by the recipient;

- The transfer for consideration of the right to put goods or services up for sale on an Internet site operating as an online market on which potential buyers make their bids by an automated procedure and on which the parties are notified of a sale by electronic mail automatically generated from a computer;
- Internet Service Packages (ISP) of information in which the telecommunications component forms an ancillary and subordinate part (i.e. packages going beyond mere Internet access and including other elements such as content pages giving access to news, weather or travel reports; playgrounds; website hosting; access to online debates etc.);

The Annex to the VAT Directive provides a short indicative list of eservices, which is further expanded in the Annex to the Implementing Regulation. Please find below the consolidated version of the examples from the two documents:

**1. Website supply, web-hosting, distance maintenance of programmes and equipment:**

- Website hosting and webpage hosting;
- Automated, online and distance maintenance of programmes;
- Remote systems administration;
- Online data warehousing where specific data is stored and retrieved electronically;
- Online supply of on-demand disc space.

**2. Supply of software and updating thereof:**

- Accessing or downloading software (including procurement/accountancy programmes and anti-virus software) plus updates;
- Software to block banner adverts showing, otherwise known as Banner blockers;
- Download drivers, such as software that interfaces computers with peripheral equipment (such as printers);
- Online automated installation of filters on websites;
- Online automated installation of firewalls.

**3. Supply of images, text and information and making available of databases:**

- Accessing or downloading desktop themes;
- Accessing or downloading photographic or pictorial images or screensavers;
- The digitised content of books and other electronic publications;
- Subscription to online newspapers and journals;
- Weblogs and website statistics;
- Online news, traffic information and weather reports;
- Online information generated automatically by software from specific data input by the customer, such as legal and financial data, (in particular such data as continually updated stock market data, in real time);
- The provision of advertising space including banner ads on a website/web page;
- Use of search engines and Internet directories.

**4. Supply of music, films and games, including games of chance and gambling games, and of political, cultural, artistic, sporting, scientific and entertainment broadcasts and events:**

- Accessing or downloading of music on to computers and mobile phones;
- Accessing or downloading of jingles, excerpts, ringtones, or other sounds;
- Accessing or downloading of films;
- Downloading of games on to computers and mobile phones;
- Accessing automated online games which are dependent on the Internet, or other similar electronic networks, where players are geographically remote from one

**5. Supply of distance teaching:**

- Automated distance teaching dependent on the Internet or similar electronic network to function and the supply of which requires limited or no human intervention, including virtual classrooms, except where the Internet or similar electronic network is used as a tool simply for communication between the teacher and student;
- Workbooks completed by pupils online and marked automatically, without human intervention.

**What is E-Services**

1. Are defined as services that are produced, provided, and/or consumed through the use of ICT-networks such as for example Internet-based systems and mobile solutions. Learn more in: *The Role of E-Services in the Library Virtualization Process*

2. Online interaction (increasing Internet-based communication between the public and local government bodies) and online voting (directly participating in selection of future local government administrators). Learn more in: E-Lectons in New Zealand Local Governments

3. Electronic delivery of government information, programs and services. This often, but not always, takes place over the Internet. Learn more in: Issues and Trends in Internet-Based Citizen Participation

4. Delivery of government services through ICTs like the Internet, tele centres, etc. Learn more in: Telecentres as a Medium for Good Governance in Rural India

5. Software paradigm enabling peer-to-peer computation in distributed environments based on the concept of “service” as an autonomous piece of code published in the network.

6. Internet-based customer service and online account management services and alternately as an overarching service-centric concept.

7. Describes the use of electronic delivery for government information, programs and services. These are available on-line “24h/7days.” It also refers to electronic service delivery (ESD) and such expression as ‘one-stop service centre’ that citizen needs are met through a single contact with the government. The strategic challenge is to deliver quality services to users and cost effectiveness.

B A term for services on the Internet.

**E-services** include e-commerce transaction services for handling online orders, application hosting by application service providers (ASPs) and any processing capability that is obtainable on the Web. There is a trend to integrate e-commerce and e-business with **e-services**.

B Providing public the regular services such as payment of taxes and summons online. Refers to deeds, efforts or performances whose delivery is mediated by ICTs.

### **Examples Of What Are Not Eservices**

- radio and television broadcasting services;
- telecommunications services;
- goods, where the order and processing is done electronically;
- CD-ROMs, floppy disks and similar tangible media;
- printed matter, such as books, newsletters, newspapers or journals;
- CDs and audio cassettes;
- video cassettes and DVDs;
- games on a CD-ROM;
- services of professionals such as lawyers and financial consultants, who advise clients by e-mail;
- teaching services, where the course content is delivered by a teacher over the Internet or an electronic network (namely via a remote link);
- offline physical repair services of computer equipment;
- offline data

### **Benefits Of E-Service**

1. Accessing a greater customer base
2. Broadening market reach
3. Lowering of entry barrier to new markets and cost of acquiring new customers
4. Alternative communication channel to customers
5. Increasing services to customers
6. Enhancing perceived company image
7. Gaining competitive advantages
8. Potential for increasing customer knowledge Source

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