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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 18760-2025

Replacing GB/T 18760-2002

**Methods and requirements for after-sales service of consumer
products**

消费品售后服务方法与要求

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

This document replaces GB/T 18760-2002 "Methods and requirements for after-sales service of consumer products".

In addition to structural adjustments and editorial changes, the main technical changes are as follows.

- Changed the definition of the term "after-sales service" (see 3.1, 3.1 of the 2002 edition);
- The term "service outlet" was changed to "after-sales service outlet", and the content of the definition of terms was changed accordingly (see 3.2, 2002 edition 3.2);
- Added the general principles of "timely response", "professional and reliable", "convenient and accessible", and "open and transparent" (see 4.1, 4.2, 4.3, 4.4);
- Added a chapter on "Service Providers" and revised the content related to service organizations, service personnel and service support in the 2002 edition (see Chapter 5, 5.1, 5.5, 5.6, 6.3, 6.4 of the 2002 edition);
- Added provisions for collaborative business relationships between after-sales service organizations (see 5.1.3);
- Added requirements for the use of information technology for after-sales service (see 5.3.2);
- Changed the description of service content composition and service provision method, and added relevant provisions for method selection (see 6.1, 6.2, 2002 5.8 and 5.9 of the 2011 edition);
- Deleted the requirements for the qualifications of after-sales service outlets (see 6.2 of the 2002 edition);
- Deleted the requirement to establish a dedicated service quality management department (see 6.5.1 of the 2002 edition);
- Added a chapter on "Service Implementation" (see Chapter 7);
- Change "review of after-sales service quality" to "service evaluation and improvement"

(see Chapter 8, Chapter 7 of the 2002 edition).

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Service Standardization (TC264).

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The previous versions of this document and the documents it replaces are as follows.

- First published in 2002 as GB/T 18760-2002;
- This is the first revision.

Methods and requirements for after-sales service of consumer products

1 Scope

This document establishes the general principles of after-sales service for consumer products, and stipulates the providers of after-sales service for consumer products, service content and methods, and service Requirements for implementation, service evaluation and improvement.

This document applies to the management and implementation of after-sales service for durable consumer goods.

2 Normative references

GB/T 5296.1

GB/T 17242

GB/T 34432

GB/T 36733

3 Terms and definitions

The terms and definitions defined in GB/T 34432 and the following apply to this document.

3.1 After-sales service

A series of activities and measures provided to meet consumer needs after the product is sold.

[Source. GB/T 34432-2017, 2.1, modified]

3.2 After-sales service outlet after-sales service outlet

Business premises that directly provide after-sales services (3.1) to consumers.

4.1 Timely response

Issues raised by consumers can be responded to and handled in the shortest possible or reasonable time.

4.2 Professional and Reliable

The solutions provided to consumers are professional, effective, safe and reliable, and consumer data privacy can be protected.

4.3 Convenient and accessible

After-sales service is convenient and easy to obtain, and fully takes into account the differences in the ability of consumers in different regions or groups to obtain after-sales service.