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

GB/T 19010-2021

**Quality management - Customer satisfaction - Guidelines for
codes of conduct for organizations**

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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 of Standardization Documents"

Drafting.

This document replaces GB/T 19010-2009 "Quality Management Customer Satisfaction Organization Code of Conduct Guidelines", and GB/T 19010-

Compared with.2009, in addition to editorial changes, the main technical changes are as follows.

- a) Emphasize service;
- b) Emphasize risk-based thinking to support and improve the understanding and application of process methods;
- c) Three terms and definitions of "customer service", "feedback" and "related parties" have been added (see 3.6~3.8);
- d) The guiding principles of "secrecy", "customer-focused approach", "(personnel) capability" and "timely" have been added (see 4.10~4.13). At the same time, the expression and content of some guiding principles have been

adjusted;

e) Added "organizational environment" (see 5.1).

The translation method used in this document is equivalent to ISO 10001:2018 "Guidelines for the Code of Conduct for Quality Management Customer Satisfaction Organizations".

This document has made the following editorial changes.

---Add a reference to Table A.1 in Appendix A.

0.1 General

Maintaining a high level of customer satisfaction is an important challenge faced by many organizations. One of the ways to meet this challenge is to implement customer satisfaction Code of Conduct. The customer satisfaction code of conduct consists of commitments and related regulations, including product and service delivery, product returns, customer information processing

Management, advertising, and regulations related to the attributes or performance of specific products and services (see Appendix A for examples). The customer satisfaction code of conduct can be used as a

The components of an effective complaint management method include.

- a) Complaint prevention, through appropriate use of customer satisfaction codes of conduct;
- b) Internal complaint handling, such as when customers are dissatisfied;
- c) External dispute resolution, when the complaint cannot be handled satisfactorily internally.

This document provides guidance to help organizations determine all the provisions in the customer satisfaction code of conduct, so that the customer satisfaction code of conduct meets customers

The needs and expectations are accurate and will not cause misunderstandings. Its uses are as follows.

---Promote fair trade and enhance customers' trust in the organization;

---Improve customers' expectations of the organization's products and services and their relationship with customers to reduce the possibility of misunderstandings and complaints;

---Reduce the potential need for the organization to manage its new rules for customer behavior.

The focus of this document is the satisfaction of individuals or organizations that can or

actually receive products or services from public or private organizations.

0.2 Relationship with GB/T 19001 and GB/T 19004

This document is compatible with GB/T 19001 and GB/T 19004, and through effective and efficient development and implementation of customer satisfaction related

The code of conduct process supports the goals of the above two standards. This document can also be used alone.

GB/T 19001 specifies the quality management system requirements. Following the customer satisfaction code of conduct implemented in this document (GB/T 19010) can be As an element of the quality management system.

GB/T 19004 provides guidance for organizations to achieve sustained success. Use of this document (GB/T 19010) can further enhance organizational behavior

Standardized performance, enhance the satisfaction of customers and other related parties to promote continuous success, and promote based on feedback from customers and other related parties

Continuous improvement of basic product, service and process quality.

Note. In addition to customers, other related parties may include suppliers, industry associations and their members, consumer organizations, relevant government agencies, employees, owners, and other affected parties.

Organize groups that are affected by customer satisfaction codes of conduct.

0.3 Relationship with GB/T 19012, GB/T 19013 and GB/T 19014

This document is compatible with GB/T 19012, GB/T 19013 and GB/T 19014. These four standards can be used independently or with any one

Used in common. When used together, this document, GB/T 19012, GB/T 19013 and GB/T 19014 can be used as a broader

Part of the comprehensive framework of the company, under this framework through the code of conduct, complaint handling, dispute resolution, monitoring and measurement

Customer satisfaction (see Appendix B).

GB/T 19012 is a guide for internal handling of complaints related to products and services. The organization can implement in the customer satisfaction code of conduct

The commitments made reduce the potential doubts that customers have about the organization and its products and services expectations, and reduce the possibility of problems.