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ICS 03.120.10
CCS A00

NATIONAL STANDARD OF THE

PEOPLE'S REPUBLIC OF CHINA

GB/T 19018-2017

Quality management - Customer satisfaction - Guidance for business-to-consumer electronic commerce transactions

质量管理 顾客满意 企业-消费者电子商务交易指南

(English Translation)

Issued on: August 28, 2026 **Implemented on: December 1, 2026**

Issued by: State Administration for Market Regulation;
Standardization Administration of China

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1 Foreword

GB/T 19018-2017 was issued by State Administration for Market Regulation; Standardization Administration of China on 28 August 2026 and has been in force since 1 December 2026.

The GB/T prefix marks a recommended standard. It is not law in itself: it becomes binding when a contract names it, when a regulation or a mandatory standard refers to it, or when a producer declares conformity with it.

The document runs to 26 pages in English translation.

2 Scope Preview

GB/T 19018-2017 falls under ICS 03.120.10, in the field of services and company organization.

This catalogue holds 1,754 other GB/T standards in that field.

In this catalogue, GB/T standards carry edition years from 1963 to 2026.

3 About this standard

Sector: National Standard (Recommended)

Issued by: State Administration for Market Regulation; Standardization Administration of China

English translation: about 26 pages

Chinese original: about 34,315 characters

4 Related standards

Other editions:

GB/T 19018-2026 (later edition)

Standards on related subjects:

GB/T 19028-2023 - Quality management - Guidance for people engagement

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GB/T 19025-2023 - Quality management - Guidelines for competence management and people development

GB/T 19017-2020 - Quality management. Guidelines for configuration management

GB/T 19019-2026 - Quality management - Guidance for quality tools and their application

GB/T 19023-2025 - Quality management systems - Guidance for documented information

5 Classification and status

International classification (ICS): 03.120.10

Chinese Standard Classification (CCS): A 00

Prefix GB/T: recommended standard.

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