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NATIONAL STANDARD OF THE

PEOPLE'S REPUBLIC OF CHINA

GB/T 19018-2026

Replacing 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)

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Foreword

This document conforms to GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents".

Drafting is scheduled.

This document is one of the GB/T 19000 family of documents.

This document supersedes GB/T 19018-2017 "Quality Management, Customer Satisfaction Enterprise - Consumer E-commerce Transaction Guidelines" and is compatible with...

Compared with GB/T 19018-2017, apart from structural adjustments and editorial changes, the main technical changes are as follows.

a) New guidelines, including sustainability and customer focus, have been added, increasing the number of guidelines from 16 to 20 (see Chapter 4);

b) Added specific events and situations corresponding to the internal and external communication plans (see 5.5.4).

This document adopts ISO 10008:2022 "Quality Management, Customer Satisfaction, Enterprise - Guidelines for Consumer E-commerce Transactions".

The following minimal editorial changes have been made to this document.

--The following editorial changes were made to ISO 10008:2022.

· Note 1 in section 4.9 has been amended to provide Chinese national standards that are "equivalent" to ISO/IEC Guide 71.2001.

Information from standard GB/T 20002.2-2008;

Note 2 in section 4.9 has been amended to provide Chinese national standards that are "equivalent" to ISO 22458:2022.

Information from GB/T 46306-2025;

· The note in section 4.16 has been amended to provide Chinese national standards that are "equivalent" to ISO/IEC 27001:2022.

GB/T 22080-2025, a Chinese national standard, is "equivalent" to ISO/IEC 27002:2022.

Information from GB/T 22081-2024;

Information from GB/T 35248-2017;

Note 3 in section 4.17 has been amended to provide the Chinese national standard with a conformity level of "modified" with ISO 30393:2013.

Information from GB/T 34400-2017;

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Note 2 in section 4.18 has been amended to provide a Chinese national standard with a conformity level of "modified" to ISO 26000:2010.

Information from GB/T 36000-2015;

The note in section 5.5.1 has been amended to provide a Chinese national standard that is "equivalent" to ISO 10015:2019.

GB/T 19025-2023 is a Chinese national standard whose degree of conformity with ISO 10013:2021 is "equivalent".

Information from GB/T 19023-2025;

· Note 1 in section 6.1.3.4 has been amended to provide a Chinese national standard that is "equivalent" to ISO/IEC Guide 71.2001.

Information from the national standard GB/T 20002.2-2008;

Note 2 in section 6.1.3.4 has been amended to provide Chinese national standards that are "equivalent" to ISO 22458:2022.

Information from GB/T 46306-2025;

The notes in sections 6.3.3 and 6.3.4 have been revised to indicate a level of conformity with ISO 10393:2013 of "modified".

Information from national standard GB/T 34400-2017;

· A note has been added to section 7.1.2, providing Chinese national standards that are "equivalent" to ISO 10001:2018.

Information from GB/T 19010-2021;

· Note 1 in section 7.1.5 has been amended to provide a Chinese national standard that is "equivalent" to ISO 10002:2018.

Information from GB/T 19012.2019;

Note 2 in section 7.1.5 has been amended to provide a Chinese national standard that is "equivalent" to ISO 10003:2018.

· The note in section 8.2 has been amended to provide a Chinese national standard that is "equivalent" to ISO 19011:2018.

Information from GB/T 19011-2021;

· The note in section 8.3 has been amended to provide a Chinese national standard that is "equivalent" to ISO 10004:2018.

Information from GB/T 19014-2019;

· Note 1 in C.3 has been amended to provide the Chinese national standard with a

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