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

GB/T 24620-2022

Replacing GB/T 24620-2009

**Development of service standards - Recommendations for
addressing consumer issues**

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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" drafted.

This document replaces GB/T 24620-2009 "Guidelines for the formulation of service standards considering consumer needs", which is consistent with GB/T 24620-2009

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

--- Added consumer principles (see Chapter 6);

--- Added service provision stage (see 7.2) and general service elements (see 7.3);

--- Combining common service elements (see 7.3), service delivery stages (see 7.2) and consumer principles (see Chapter 6, 2009 edition, 4th chapter) into one table (see Table 3);

--- Added 5W1H method (ie "what, who/to whom, where, when, how") to develop service standards (see Chapter 5).

This document is equivalent to ISO /IEC Guide 76:2020 "Guidelines for the development of service standards considering consumer needs".

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

--- Delete the English grammar modification instructions in Note 1 of "3.8 Customer Service".

Please note that some content of this document may be patented. The issuing agency of this document assumes no responsibility for identifying patents.

Introduction

0.1 Consumers are a key focus group in the standard development process. This document ensures that service standard-setters in the absence of consumer representation

In the case of participation, it is also possible to understand the demands of consumers. This document applies to all types of service standard setters and revisioners.

0.2 Focusing on consumer needs helps reduce customer complaints and business costs due to service differences.

0.3 Consumers are individuals with different needs and characteristics. Regardless of the consumer's situation and ability, this document can

Ensure that service standard-setters develop standards that take into account the needs of consumers, including groups with differentiated needs (such as children

children, the elderly, the disabled, people of different ethnic and cultural backgrounds, and vulnerable consumers due to illness, bereavement or other reasons).

0.4 Consumers are individuals with different needs and characteristics, but in general, they are all members of the human social community. According to this article

The standards developed by the software can help companies address issues of public concern on a global scale, including ethical and environmental issues.

Guidelines for the development of service standards

Consider consumer needs

1 Scope

This document provides guidance on how to consider consumer needs in the development of service standards and can be used by all involved in the development of service standards

It can be used by staff and can be applied to all services.

This document applies to all aspects of service activities, whether or not a formal contract has been concluded or settled. This document also applies to public service

business and charitable services, such as education and medical care, for which transactions may not occur.

This document applies to the provision of services and is not intended to be used as a reference to specific management system or professional competence requirements.

2 Normative references

There are no normative references in this document.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1

get access

Availability of a product, service (3.11), environment or facility to humans within its maximum functional range.

3.2

Accessible method accessibleformat

Differentiated presentation of information that enables persons with disabilities to access services (3.11).

3.3

Complaint

< customer satisfaction> expresses dissatisfaction with the organization regarding a product, service (3.11) or complaint handling process, whether or not an answer is expressly expected

restore or solve the problem.

[Source. GB/T 19000-2016, 3.9.3]

3.4

contract

An agreement whereby one or more parties are obligated to provide the Services (3.11) to another party or parties.

Note. Both oral and written contracts are binding.

3.5

consumer

General public individuals who are end users of services (3.11) or service-related goods (eg smart speakers).

Note 1. In this document, the use of the term "consumer" includes a range of potential and existing users of the service, such as.

--- Persons considering using or purchasing services;

- Persons who have purchased a one-time service;
- personnel on short-term or long-term service contracts (3.4);

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