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

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Replacing GB/T 31526-2015

Evaluation of service quality for electronic commerce platform

电子商务平台服务质量评价

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents". Drafting.

This document supersedes GB/T 31526-2015 "Evaluation and Grading of Service Quality for E-commerce Platforms" and is consistent with GB/T 31526-2015.

In comparison, aside from structural adjustments and editorial changes, the main technical changes are as follows.

- The scope of the standard has been changed (see Chapter 1, Chapter 1 of the 2015 edition);
- The term "e-commerce" has been changed (see 3.1, 2015 edition);
- The terms "e-commerce product," "e-commerce operator," and "e-commerce platform operator" have been added (see 3.5-3.7);
- The architecture of the e-commerce service has been changed (see Figure 1, Figure 1 in the 2015 version);
- Basic guarantees, transaction process services, and service results have been removed (see sections 4.2 to 4.4 of the 2015 version);
- Some service quality evaluation indicators for e-commerce platforms have been revised (see Table 1, 2015 version of Table 1);
- Added compliance services (see 6.3), marketing and promotion services (see 6.5), personalized services (see 6.16), and end-user services (6.17), and Platform reputation (see 6.18);
- The service quality rating system for e-commerce platforms has been removed (see Chapter 8 of the 2015 edition).

Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents.

This document was proposed and is under the jurisdiction of the National Electronic Business Standardization Technical Committee (SAC/TC83).

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The release history of this document and the document it replaces is as follows.

- First published in 2015 as GB/T 31526-2015;
- This is the first revision.

1 Scope

This document establishes a service quality evaluation index system for e-commerce platforms, specifies the rules for determining the values of the evaluation indicators and the basis for assigning them, and describes...

The evaluation principles and methods, the rules for forming evaluation results, and the principles for extension were explained.

This document is applicable to third-party organizations evaluating the service quality of e-commerce platforms, and also to e-commerce platforms' self-evaluation.

This document does not apply to financial products and services, or to the provision of news, audio and video programs, publications, and cultural information via information networks.

Services related to products and other content.

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 e-commerce

Business activities involving the procurement, sales, and provision of services through the internet and other information networks.

[Source. GB/T 38652-2020, 2.1, with modifications]

3.2

Information systems and infrastructure that support e-commerce activities.

3.3 customer

Organizations or individuals that purchase products and services through e-commerce platforms.

3.4 service quality

The extent to which the inherent characteristics of the services provided by an e-commerce platform can meet customer requirements.

3.5

Purchasing, selling goods, and providing services through e-commerce.

3.6 e-commerce operator

Natural persons, legal persons and unincorporated organizations that engage in e-commerce activities through the Internet and other information networks.

[Source. GB/T 38652-2020, 2.3, with modifications]

3.7

Provides online business venues, transaction matching, and information dissemination services for e-commerce activities, allowing two or more parties to independently open online trading platforms.