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

GB/T 35780.1-2017

**Customer contact service -- Part 1: Requirements for customer
contact centres**

顾客联络服务 第1部分：顾客联络中心要求
(English Translation)

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Reference

Foreword

GB/T 35780 "customer contact service" is divided into two parts.

--- Part 1. Customer contact center requirements;

--- Part 2. Client requests for use of customer contact center services.

This section GB/T 35780 Part 1.

This section drafted in accordance with GB/T 1.1-2009 given rules.

This section uses the translation method identical with ISO 18295-1:2017 "Customer Contact Center Part 1. Customer Contact Center Requirements." for ease of use, this section made the following editorial changes.

--- The international standard name "Customer Contact Center Part 1. Customer contact center requirements" to "Customer Liaison Services Part 1 Points. Customer contact center requirements";

--- 4.5g) in the "countries recognized time contact customer" changed to "contact customers in the right time";

--- The 6.3.1 "Customer Contact Center should ensure that the ability and behavior of customer service representatives to meet these requirements" to "Customer Contact Center should ensure that the customer service representative's ability and behavior to meet the requirements of 6.3.2 to 6.3.4";

This part of China Institute of Standardization centralized.

This part of the drafting unit. China National Institute of Standardization, Zhejiang Provincial Institute of Standardization, the new standard technology (Beijing) Co., Ltd., Qingdao Nisshin Shun Le Xinyun Technology Co., Ltd., Mentougou District, Beijing Service Center, Fujian Provincial Institute of Standardization, Suzhou City, convenient service center.

Introduction

The level of awareness and expectation of customers is the basis for the continued success and development of all types of organizations. ISO Consumer Policy Board (COPOLCO) has conducted a special study for consumers, the research results prompted COPOLCO Member States to develop call center standards Reach a consensus Service standards are

an important means of service excellence management, which can help service organizations understand the expectations of clients and staff, strengthen performance management, Realize the client and customer satisfaction. This standard for self-built customer contact center (affiliated with the organization) and outsourced customer contact center (third party Service provider) gives requirements and guidelines for activities that occur between customer contact centers and customers.

GB/T 35780 will improve the stability and effectiveness of liaison services, optimize the relationship between client and customer contact center and customer, help the Customer Contact Center represents the client to provide a high level of service experience for customers, clients, customer contact centers and their employees value.

GB/T 35780 includes two parts (Figure 1).

This section gives the self-built customer contact center and outsourced customer contact center service requirements, some of which involve the commission Responsibilities, including product and service requirements.

Part 2 of GB/T 35780 gives the client's requirements. These clients use customer contact centers (including self-built) and outsourcing) services, the product and service requirements in Part 2 of this standard are the responsibility of the principal rather than the customer Center made the request.

The second part of GB/T 35780 is designed to help clients to achieve reasonable arrangements for customer contact center and effective management, which continued Meet customer expectations.

Figure 1 GB/T 35780 Part 1 and Part 2 of the relationship between

Customer contact service Part 1. Customer contact center requirements

1 Scope

GB/T 35780 This section gives the customer contact center (CCC) service requirements. Designed to provide jobs for all types of customer contact centers as a paradigm to help them sustain and proactively provide clients and clients with services that meet or exceed expectations.

This section applies to all sizes, all industries, the use of various contact channels of self-built customer contact center (affiliated with the organization) and outsourcing Customer contact center (third-party service providers), the implementation and management of the contact services provided (including incoming and outgoing calls). This section at the same time given the necessary performance indicators (KPIs).

2 Normative references

This section does not normative references.

3 Terms and definitions

The following terms and definitions apply to this document.

Customer service agent Customer contact center in charge of customer contact staff.

Accessibility

The availability of products, services, environments or facilities to users.

Campaign

A series of customer-focused behaviors (interactions and actions) that are targeted at potential or (and) actual customers in order to achieve the desired results.

Channel

Customer and customer contact center contact.

Example. Online communication, email, phone.

Client side

Delegate Customer Contact Center to the organization that liaises with the customer.

Note: The client may be the same organization as the Customer Contact Center, or it may be the Employer of some or all of the Customer Contact Center's business.

Customer contact center customercontactcentre; CCC on behalf of the client to provide customers with liaison services or third-party organizations.