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

**GB/T 35780.2-2017**

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**Customer contact service -- Part 2: Requirements for clients  
using the services of customer contact centres**

顾客联络服务 第2部分：使用顾客联络中心服务的委托方要求

**(English Translation)**

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## 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 2.

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

This section uses the translation method identical with ISO 18295-2:2017 "Customer Contact Center Part 2. Use customer contact center services the client's request. " the documents of our country that are consistent with the corresponding international documents that are normative references in this section are as follows.

--- GB/T 35780.1-2017 "Customer Contact Services Part 1. Customer Contact Center Requirements" ISO 18295-1:2017, IDT).

For ease of use, this section made the following editorial changes.

--- The international standard name "Customer Contact Center Part 2. The use of customer contact center services entrust party requirements" to "customer Liaison Service Part 2. Principal Requirements for Using Customer Contact Center Services ";

--- The best practice in 5.4 "is to switch from automatic voice response system (IVR) access to customer service representative labor service, customer in queue Waiting time should not exceed 1min, or within 1min to provide customers with the call back option "to" from access to automatic voice should be Answering System (IVR) to turn on customer service representative labor service, the customer waiting time in the queue should not exceed 1min, or at Within 1min to provide customers with call back options. " this part of China Institute of Standardization centralized.

This part of the drafting unit. China National Institute of Standardization, Suzhou City, convenience centers, Qingdao Sunrun Lok Shun cloud Technology Co., Ltd., Zhejiang Provincial Institute of Standardization, Mentougou District of Beijing Service Center, the new technology (Beijing) Co., Ltd., Fujian Institute of Standardization.

## Introduction

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. GB/T 35780 for self-built customer contact center (affiliated with the organization) and outsourced customer contact center (Third Party Service Providers) Provide requirements and guidelines for activities that occur between customer contact centers and customers.

GB/T 35780 will improve the stability and effectiveness of customer contact service, optimize the client and customer contact center contact with customers, Help customer contact center Representative client Provide high-level service experience for customers, clients,, customer contact centers and their employees Create value.

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

This section gives the client's request. These consignors use customer contact center (including self-built and outsourced) services, these product and service requirements are the responsibility of the principal rather than the customer contact center.

The purpose of this section is to help clients realize the reasonable arrangement and effective management of customer contact center so as to continuously meet customer expectations.

Part 1 of GB/T 35780 gives the service requirements of self-built customer contact center and outsourced customer contact center, in which a these contents deal with the responsibility of the client, including the product and service requirements.

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

Customer contact service Part 2. Use Customer Contact Center Service commissioned by the request

## 1 Scope

This section GB/T 35780 gives the use of customer contact center services, the client (hereinafter referred to as the "client") requirements. Headquarters Sub-purpose is designed to help clients entrust the customer contact center reasonable arrangements and management to meet the requirements of GB/T 35780.1-2017, which Continue to provide services to meet customer expectations.

This section applies to the use of various types of customer contact center services commissioned by the parties, regardless of the size of the customer contact center commissioned by the industry, commissioned Forms (self or outsourced) and contact channels (voice or non-voice).

## 2 Normative references

The following documents for the application of this document is essential. For dated references, only the dated version applies to this article Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 35780.1-2017 Customer contact service Part 1. Customer contact center requirements  
ISO 18295-1 Customer Contact Center Part 1. Customer contact center requirements (Customercontactcentres-Part 1.

Requirements for customer contact centres)

### 3 Terms and definitions

ISO 18295-1 and defined by the following terms and definitions apply to this document.

**Customer**

The organization or individual that accepts the product or service.

**Note 1:** Includes internal customers, external customers such as consumers, end users, beneficiaries or contributors.

**Note 2:** For the purpose of this section, including potential customers.

**Note 3:** Rewrite GB/T 35780.1-2017, the definition of 3.7.

### 4 Pairs of customer contact center service requirements

The client should ensure that the customer contact center provides a good customer experience. When necessary, the client needs to be brand promise, marketing activities and other reports Know customer contact center.

The client should.

- a) Identify customer needs and expectations (see 5.2);
- b) Determine the customer experience the customer should have when accepting contact services;
- c) ensure that the customer contact center to master the above requirements and customer expectations of the experience;
- d) ensure that customer contact centers have the necessary resources to provide contact services;
- e) Establish active and efficient working relationship with customer contact center and its staff.