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Service excellence - Principles and model

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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 for Standardization Documents" drafting.

This document is equivalent to ISO 23592:2021 "Principles and Models of Quality Service".

Please note that some contents of this document may refer to patents. The issuing agency of this document assumes no responsibility for identifying patents.

Introduction

In today's highly competitive world, globalization, digitalization and the increase in the variety of products and services have given customers more consumption choices,

Customer expectations are constantly changing. Every purchase behavior of customers and contact with customers is a critical moment of service.

Organizations often claim to conduct their business activities with a customer focus. However, in the market competition environment, the customer-centered management of the entire

Organizations that organize and serve customers will thrive. For organizations, only the basic services and products expected by customers

Products, has been unable to obtain the best customer satisfaction. To be successful and ahead of competitors, by providing the ultimate, differentiating services

Experience to impress customers is very necessary. This is also the goal of premium service.

This document sets out the principles, elements and sub-elements for creating an exceptional customer experience. The foundation of realizing high-quality service is the

high-quality service pyramid

the two lower levels (see Figure 1). Levels 1 and 2 are about meeting customer expectations and delivering on promises, and customer satisfaction can be achieved.

customer sense

The perceived core service value proposition (Level 1) is the organization's commitment to fulfillment, and customer feedback management (Level 2) can solve problems and inquiries.

The above two levels are described in standards such as ISO 9001, ISO 10002 and IEC.20000-1. This document addresses the upper

layers, including.

--- Personalized high-quality service provision (level 3);

--- Surprise high-quality service provision (level 4).

Organizations establish emotional connection with customers through these two levels of service, and then make customers happy. Strong brand image, attractive to new and old customers

Gravity, as well as competitive advantage, can have a positive impact on business.

Personalized high-quality service supply (level 3) can make customers feel warm, sincere, personalized, tailor-made and create value

Serve. Customers generate emotional experience through value realization.

Surprise High-quality service delivery (Level 4) brings tailored service that surprises and delights customers beyond customer

Anticipation can be realized by providing unexpected extreme customer experience.

Moreover, there are various ways to achieve service that impresses customers.

Effect.

The Quality Service Pyramid explains to managers and employees why an organization should focus on

Level 2) and providing high-quality service that exceeds customer expectations (Levels 3 and 4).

Figure 1 Quality Service Pyramid

This document defines the basic terms of quality service, describes the relevant principles and establishes a quality service model. It provides for subsequent standard

It provides a comprehensive framework to enable subsequent standards to more fully describe the basic elements of the quality service model.

---ISO /T S24082 provides the principles and practices of designing high-quality services, expounding the "creating the ultimate customer service" in the high-quality service model

The content of "customer experience". Therefore, it is related to the content in 7.3 of this document.

---ISO /T S23686 provides a set of indicators and methods applicable to internal and external service organizations to measure high-quality service performance, especially

It is the influencing factor and substantive influence of ultimate customer experience and customer pleasure, which covers all aspects of the high-quality service model, and

The content in 7.4 of this document is relevant.

Quality Service Principles and Models

1 Scope

This document specifies the terminology, principles and models of quality service in order to obtain the ultimate customer experience and service effects that impress customers sustainably.

fruit. This document is not concerned with basic customer service provision, but with high-quality service provision.

This document applies to all organizations that provide services, such as commercial organizations, public service organizations and not-for-profit organizations.

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1

Excellent serviceserviceexcellence

The ability of an organization to provide high-quality services on a sustainable basis.

Note. Capability is reflected in the four dimensions, nine elements and their interactions in the quality service model.

3.2

high quality service excellentservice

It is the high-level service output provided by the organization to customers, so that

customers can obtain the ultimate customer experience and impress customers.

Note. High-level service output refers to personalized high-quality service supply (level 3) and surprising high-quality service supply in the high-quality service pyramid

(Level 4).

3.3

co-creation

Stakeholders are actively involved in service design, delivery and innovation.

3.4

customer customer

An individual or organization that can or actually accepts a product or service offered to it, or at its request.

EXAMPLE. Consumer, principal, end user, patient, beneficiary and purchaser.

Note. Users can be from inside or outside the organization.

[Source: ISO 9000:2015, 3.2.4, with modifications]

3.5

customer delight customerdelight

A positive emotional experience experienced by customers with a sense of high value or exceeding expectations (or both).

Note. More emotion (such as surprise) can enhance the customer experience.

3.6

customer experience customer experience

Perceptions formed by customers during their interactions with an organization and its products or services.

NOTE. "Interaction" relates to the customer journey, or the overall relationship with an organization, product, system, service or related network. Interactions can be directly or indirectly related to organizational

close. If a customer uses a product, system or service, it can be referred to as the user experience per interaction.