

ICS 03.120.10

CCS A 10



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

GB/T 44207-2024

**Specification for information monitoring and evaluation of live
streaming E-commerce service quality**

直播电商服务质量的信息监测与评价规范

Issued on: July 24, 2024

Implemented on: November 1, 2024

**Issued by: State Administration for Market Regulation;
Standardization Administration of the PRC**

Table of Contents

Preface... Introduction...
1 Scope...
2 Normative referenced documents...
3 Terms and Definitions...
4 Overview...
5 Service Quality Information Monitoring...
6 Service quality evaluation...
7 Verification Method...
Appendix A (Informative) Contents and Description of Live E-commerce Service Quality Information Monitoring... References...

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 is required.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Standardization of Electronic Commerce Quality Management (SAC/TC 563).

This document was drafted by: Shenzhen Institute of Standards and Technology, Harbin Institute of Standardization, Shenzhen Internet Culture Market Association Association, Shenzhen Zhongxin E-commerce Transaction Security Promotion Center, Beijing Information Science and Technology University, Zhejiang Jihe Culture Media Co., Ltd., Yunyigou Platform Technology (Hangzhou) Group Co., Ltd., China University of Metrology, Hangzhou Xinxuan Network Technology Co., Ltd., Hunan Chuangyan Science and Technology Co., Ltd.

Technology Co., Ltd., Zhejiang Anchu Big Data Technology Co., Ltd., Shandong Zhidou Digital Technology Co., Ltd., Dongguan Yidianyuan Industrial Investment Co., Ltd. and Shanghai Wanwu Xincheng Environmental Protection Technology Group Co., Ltd.

The main drafters of this document are: Wang Zhiyong, Zhang Ting, Wen Liqun, Meng Ju, Zhang Xihui, Zeng Yuanyun, Pan Yao, Chen Jindong, Mao Haijun, Huang Rui, Zheng Ying, Xu Min, Zhang Jinnan, Song Shaohui, Liu Hongbang, Liu Weidong, Zhang Jian, He

Jingjing, Zheng Jinyi, Liu Mouqing, Sun Liming, Sun, Xiaochen, Wang, Wei, and Huang, Jiazhong.

Introduction

As live e-commerce becomes more mature, consumers are increasingly demanding on shopping experience.

The demand for regulating live e-commerce behavior is also increasing. Evaluating the quality of live e-commerce services can help consumers and merchants identify high-quality and reliable The live broadcast e-commerce service provides effective methods and channels, and also provides live broadcast e-commerce platforms, regulatory departments, third-party evaluation agencies, etc.

Provide support for e-commerce service quality information monitoring to improve the standardization and effectiveness of monitoring work.

When implementing the service quality evaluation of live e-commerce, it is necessary to ensure the reliability of information sources, the scientific nature of the evaluation content, and the standardization of the evaluation procedures.

In order to reduce the subjective tendency of service quality evaluation, this document proposes objective indicators and adopts information monitoring to objectively obtain transaction The service process indicator information before, during and after the transaction not only ensures the authenticity and objectivity of the live e-commerce service quality evaluation, but also It will also organically combine information monitoring and evaluation, which will help to better carry out management work and promote the healthy development of the industry.

Live e-commerce service quality Information monitoring and evaluation specifications

1 Scope

This document specifies the content of information monitoring, monitoring steps, content of monitoring information storage, and evaluation of service quality of live e-commerce services.

The requirements on valuation principles, evaluation content, evaluation indicators, evaluation methods, evaluation process, etc. are described, and the corresponding verification methods are described.

This document is applicable to regulatory authorities, live e-commerce platforms, third-party evaluation agencies, etc. that conduct information monitoring and service evaluation of live e-commerce service quality. Service quality evaluation.

2 Normative references

This document has no normative references.

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 Live streaming E-commerce

Through the Internet, applications, mini-programs, etc., in the form of live video, live audio, live text, or a combination of multiple live broadcasts An e-commerce model for selling products or providing services.

3.2 live streaming marketing

Through the Internet, applications, mini-programs, etc., in the form of video live broadcast, audio live broadcast, graphic live broadcast or a combination of multiple live broadcasts Carry out marketing business activities.

[Source: GB/T 41247-2023, 3.1, modified]

3.3 live streaming marketing staff

In live marketing activities, people who conduct marketing directly to the general public.

3.4 live streaming service agency

A specialized agency that provides planning, operation, brokerage, training and other services to live streaming marketing personnel engaged in live streaming marketing activities.

Note. Including live broadcast marketing brokerage service agencies, live broadcast agents and operation service providers, live broadcast bases, village broadcast service providers, professional content and production agencies, integrated marketing agencies, Sales agencies, etc.

[Source: GB/T 41247-2023, 3.4, modified]

3.5 Service quality

The degree to which an organization is able to meet specified, agreed and customer requirements.

[Source: GB/T 36733-2018, 3.5]