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

GB/T 46305-2025

Service excellence - Measuring service excellence performance

优质服务 测评优质服务绩效

(English Translation)

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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 is equivalent to ISO/T S23686.2022 "Evaluation of Service Quality and Performance", and the document type is changed from ISO technical specification.

The standard has been adjusted to become my country's national standard.

This document has undergone minimal editorial changes.

Additional information has been added to better reflect China's actual situation; see section 5.3.

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 Technical Committee on Service Standardization (SAC/TC264).

Introduction

In a rapidly changing and highly competitive market environment, organizations face ever-evolving customer expectations. To achieve sustainable development...

To succeed in this way, organizations need to provide high-quality service and an exceptional customer experience so that their customers feel they are getting value for their money.

The main objective of high-quality service. High-quality service is one of the main prerequisites for an organization to succeed and become a market leader. Organizations should strive to achieve this through...

Strategies, processes, technologies, tools, systems, people, and organizational structures are used to empower the management of current and evolving customer needs and expectations.

Organizations should develop, implement, and manage initiatives to improve service quality. This will lead to an exceptional customer experience and enhance cost-effectiveness and organizational efficiency.

Organizations throughout the service value chain, including suppliers, outsourcing partners, and other partners, should evaluate the effectiveness of quality services.

This document provides a set of methods for evaluating the performance of high-quality services, including those specifically designed to improve the ultimate customer experience and the most influential factor in customer satisfaction.

To determine the effectiveness of quality service, the performance evaluation system is aligned with the organization's quality service model. This ensures that the evaluation process is appropriate.

It is suited to its intended use and allows for the monitoring and evaluation of quality service activities in accordance with quality service objectives.

GB/T 42185 specifies the terminology, principles, and models of quality service to achieve the ultimate customer experience and sustainable customer satisfaction.

Therefore, the corresponding evaluation system should be related to all four dimensions and nine elements of the high-quality service model (see Figure 1).

Figure 1.High-quality service model

This document details the provisions regarding "monitoring of high-quality service" within the "Implementation of High-Quality Service" dimension of the high-quality service model in GB/T 42185.

The requirements of the "service behavior and results" element.

Although the evaluation covers all dimensions of the quality service model, the focus is on the two levels above quality service (see Figure 2). Specifically...

It is said that "personalized, high-quality service delivery" (Level 3) and "surprisingly high-quality service delivery" (Level 4) help enhance customer satisfaction, thereby...

Improve financial or non-financial results.

Figure 2. Quality Service Pyramid

GB/T 42185 requires the organization to develop and systematically use a set of internal and external evaluation systems, with a focus on the quality service model.

It includes elements and evaluates the effectiveness of levels 3 and 4 of the pyramid.

It is important to note the differences in the measurement methods required for customer satisfaction (levels 1 and 2) and customer pleasure (levels 3 and 4).

Customer satisfaction is essential for achieving customer delight. Given these interdependencies, organizations have a responsibility to ensure that appropriate service choices are made.

The appropriate assessment method distinguishes between customer satisfaction and pleasure.

Excellent service evaluation and performance evaluation

1 Scope

This document provides indicators and methods for evaluating the performance of high-quality services.

This document is applicable to the evaluation of high-quality service performance.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included.

For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies.

This document.

GB/T 42185-2022 Principles and Models for Quality Service (ISO 23592:2021, IDT)

3 Terms and Definitions

The terms and definitions defined in GB/T 42185-2022, as well as the following terms and definitions, apply to this document.

benchmark

A single numerical value representing an acceptable reference value, derived from comparisons among participants or from literature, used to determine the level.

[Source. ISO 24523:2017, 3.2, modified] 3.2 Evaluation measurement the process of determining numerical values.

[Source. GB/T 19000-2016, 3.11.4] 3.3 the process of using agreed-upon metrics to design, monitor, and control activity/corporation performance guides business in line with its strategic objectives.

[Source. EN14943:2005, modified] 3.4 A performance evaluation system for high-quality services.

Customer loyalty

Customer referrals, repeat purchases, and cross-product purchases are the intentions and behaviors of an organization to buy products or services.

Qualitative research Research techniques such as thematic focus groups, in-depth interviews, discourse analysis, and qualitative observation were used to study motivation, thinking patterns, and perspectives.

Analyze points, attitudes, evaluations, or behaviors.

Note: The definitions of the three research methods-focus group discussions, in-depth interviews, and qualitative observational research-can be found in section 3.42 of GB/T 26316-2023, respectively.