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

GB/T 46705-2025

**General rules for the construction and service of consumer
experience center**

消费体验中心建设与服务通则

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1 Scope

GB/T 46705-2025 is the Chinese national standard covering the showroom where a product is tried rather than sold - the layout and the equipment, the staff and what they may and may not claim, the safety and hygiene of shared demonstration items, and the handling of the data collected about visitors. First edition, in force from 1 February 2026. Issued on 31 October 2025, it has been in force since 1 February 2026.

This document establishes the general principles for the construction and service of consumer experience centers, and stipulates the construction requirements, service content, and other aspects of these centers. Requirements, service management, and evaluation and improvement. This document applies to the construction and service

management of consumer experience centers.

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 18883 Indoor Air Quality Standard

GB/T 40248 Fire Safety Management of Densely Populated Places

GB/T 42509 Quality Management and Customer Experience Management Guidelines

GB 50763-2012 Barrier-free Design Standard

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 With the aim of promoting the consumption of specific products or services, this approach utilizes environmental design, technological means, and interactive activities to engage consumers. A place where people actively participate in and immerse themselves in the experience of related products, services and their application scenarios, thereby perceiving and understanding their brand value or core theme.

4 General Principles

When developing and providing services for consumer experience centers, the following principles should be followed.

---Driven by user value, we focus on solving user pain points, meeting deep-seated needs, evoking emotional resonance, and building long-term trust;

---Supported by digital intelligence technologies, and utilizing technologies such as artificial intelligence, the Internet of Things, and big data, enhance the perception capabilities of consumer experience centers and improve... Improve decision-making accuracy and service execution efficiency, and collaboratively optimize user experience and operational efficiency;

---Creating immersive scenarios, through meticulously designed storylines and immersive environments, directly conveys brand philosophy, product value, and technological advantages. To convey information to users in a visual and emotional way, creating memorable moments; Agile operations and collaboration, through flexible operations and the integration of internal and external resources, create an ecosystem of synergies,

ensuring continued attractiveness and value. Value output.

5.1 Planning and Site Selection

5.1.1 The planning and site selection of consumer experience centers should.

8 References

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. 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). This document was drafted by: China National Institute of Standardization, China Consumers Association, China Electronics Engineering Design Institute Co., Ltd., and Beijing Municipality. Standardization Research Institute, Zhejiang University of Finance and Economics, Hebei Provincial Institute of Standardization, Zhongguancun Modern Information Consumption Application Industry Technology Alliance, China Department Store Business Association, IKEA (China) Investment Co., Ltd., Beijing JD Digital Industrial Technology Co., Ltd., Sichuan Jijiang Urban Investment Construction Engineering Co., Ltd. Company. Beijing Caishikou Department Store Co., Ltd. The main drafters of this document are. Wang Nana, Hou Fei, Zheng Juan'er, Jin Zongzhen, Fu Qiang, Zeng Yi, Han Han, Wang Ying, Geng Jie, Liu Yan, Chen Meng, and Chen Hong. Yu Siyang, Su Youyu, Zhang Yalei, Lu Hui, Sun Yan, Han Fei, Li Zipeng, Wang Qi, Zhang Yuchen. General Rules for the Construction and Service of Consumer Experience Centers