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**Telecom and internet services - Service specification for the
online business halls of basic telecommunication operators**

电信和互联网服务 基础电信企业网上营业厅服务规范

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5 Service Principles

5.1 Principle of Transparency We provide a fully transparent service encompassing "pre-information, in-process confirmation, and post-event reminders." This includes providing pre-service notification and service-related information. During the service provision period, please have the user confirm the relevant matters agreed upon by both parties, and after the service is completed, remind the user of the relevant service content.

5.2 Principle of Online and Offline Coordination Basic telecommunications companies coordinate online and offline resources to provide users with complete services that meet service quality requirements.

5.3 Safety Principles We emphasize risk prevention and control, strengthen the protection of users' personal information, ensure the stable, efficient, and secure operation of all functions of the online service hall, and effectively safeguard users' rights and interests. Users' right to know, right to choose, right to consent, and right to personal information security are protected, and they are responsible for personal information processing activities.

5.4 Convenience Principle Focusing on user experience, the system utilizes a user-friendly interface design, smooth operation, and rapid response capabilities to ensure users fully enjoy convenience. Serve.

5.5 User-Centric Principle Provide channels for submitting requests, respond to and handle user requests promptly, demonstrate professionalism in service, provide precise services, and enhance user experience. Experience.

6 Basic Requirements for Online Service Hall

6.1 Service Duration Requirements For telecommunications services that do not require human intervention or external information system support, such as bill payment and information inquiry, the online service hall should provide... 24/7 service. For services that rely on external information systems of basic telecommunications enterprises or on manual processing, such as real-name authentication and manual fault diagnosis... Excluding services, at least 7x8 hours of service should be provided.

6.2 Requirements for Online Service Hall Page

6.2.1 Information Provision The online service hall should continuously provide the following information in a prominent position.

- a) ICP filing number.
- b) Relevant licenses and permits of the basic telecommunications enterprises operating online service halls, including but not limited to business licenses and business operation permits. Internet business license, etc.
- c) The online service hall service agreement, and prompts registered users to view and agree to the service agreement when they log in for the first time.
- d) List of available communication service tariffs.
- e) Information on customer service hotlines and complaint/suggestion channels.

6.2.2 Accessibility Online service halls should provide the following accessible service models for people with information barriers.

- a) Provide age-friendly pages for older users, and ensure that age-friendly pages do not display pop-up ads.
- b) Provide pages in the corresponding language for non-native Chinese speakers, such as English pages. Online service halls should provide accessibility tools for people with information barriers, such as the hearing-impaired and visually-impaired, to enable them to use telecommunications services without difficulty.

6.2.3 Human-Computer Interface The human-computer interface of the online service hall should meet the following requirements.

- a) When a user uses the online service hall for the first time, provide user registration and login access on its homepage.
- b) Key sections of the interface are placed in prominent positions.
- c) The interface color scheme is harmonious and there are no garbled characters.
- d) The interface functions are described in complete text, without any obscure or difficult words.

6.3 Support Service Requirements

6.3.1 Navigation Service The online service hall should provide users with navigation services in the following two ways.

- a) Keyword search method. A search window for telecommunications services is provided in a prominent position on the page, allowing users to enter keywords. The search function leads to the corresponding telecommunications service portal.
- b) Page menu method. Provide users with access to telecommunications services through menus and/or telecommunications service entry prompts on the page.

6.3.2 Guide Information Service The online service hall should provide users with the following guidance and information services.

- a) Guidelines for handling issues users may encounter while using communication services, including usage, malfunctions, payments, and invoices. information.
- b) Use the telecommunications service user guide information provided by the online business hall, such as the relevant materials required for handling corresponding communication services, and the procedures for handling such services. Information such as steps.

6.3.3 User Confirmation Service When a user applies for certain telecommunications services, such as sales services or business change services, the user is required to make selections and input information. When remotely confirming information, user confirmation methods such as SMS reply, mobile verification code containing instructions, or signature confirmation should be used to verify the user's identity. You agree to the relevant telecommunications services or the choices made during the process of applying for relevant telecommunications services, and retain the corresponding confirmation information of the user.

6.3.4 Notification Service The online service hall should provide the following notification services.

- a) For prepaid users, if the prepaid amount is less than a certain amount, they may find it unacceptable due to the low amount. To mitigate service risks, users should be promptly reminded to recharge their accounts via SMS, pop-ups, or other means.
- b) Due to foreseeable reasons such as telecommunications operators' line maintenance, equipment relocation, engineering cutovers, network and software upgrades, the impact or If something may affect user experience, the affected users will be notified 72 hours in advance via SMS, pop-up window, or other means.
- c) When a certain communication service is discontinued, the online service hall will notify the affected users 30 days in advance via SMS or pop-up window.

6.4 Safety Requirements

6.4.1 Safety Protection In terms of general security, this includes application configuration security, code security, sensitive information exposure security, business logic security, and common component security. In terms of aspects such as online business hall, the online business hall should provide protection capabilities that comply with the relevant requirements of GB/T 41391 and YD/T 2092.

6.4.2 Data Security The operation of online business hall services should comply with the relevant requirements of GB/T 35273, GB/T 41391 and GB/T 45574, and implement the following data security measures. Full protection responsibility.

a) Conduct data classification and hierarchical management as required, and formulate differentiated protection strategies for different levels of data, with a focus on strengthening the protection of sensitive personal information. Information security protection.

b) Collect and use users' personal information, and obtain users' authorization and consent as required. During data use, employ encryption, anonymization, and access control measures. Use technical means such as data control to prevent data from being illegally obtained, tampered with, or misused.

c) Equip the online service hall's relevant business systems with data security protection measures such as access control, log retention, security auditing, and risk monitoring. Technical means can effectively prevent data security risks throughout the entire data lifecycle.

6.4.3 Security Authentication and Authorization For users registering for online business hall services for the first time, querying user privacy information, applying for telephone or broadband access, and applying for other services... When providing services such as sales and service, application for termination of telecommunications service, application for transfer of telecommunications service ownership, and application for change of service plan, online operation is available. Before accepting user applications, the business hall should conduct differentiated user authentication and authorization.

7. Business Promotion Service Requirements Business promotion services should meet the following requirements.

a) Promote the business throughout the entire process, with the pricing and service details prominently displayed on the same page. Key matters include. scope of application, usage rules, preferential policies, network duration, unsubscription methods, liability for breach of contract, and restrictive conditions. (Do not use...) Using misleading terms such as "0 yuan," "free," "unlimited," and "permanent" in advertising, which are easily misunderstood by users, and failing to use deceptive methods such as folding... The restrictive conditions may be concealed or downplayed through concealment, ambiguity, or other means.