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

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**Service excellence - Principles and model for public service
organizations**

优质服务 公共服务组织的原则与模型

(English Translation)

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Preface

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 adopts ISO 11367:2025 "Principles and models of public service organizations that provide quality service".

The following minimal editorial changes have been made to this document.

--Notes 1 and 2 in section 3.2 have been deleted (see section 3.2);

--Section 7.1.3 has been deleted because the content related to civil servants is not applicable to my country's national conditions.

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/TC 264).

Introduction

Public service organizations aim to meet basic social needs and provide services for the well-being, development, and progress of communities and people. These organizations...

They are usually government-owned or semi-official entities, with the fundamental purpose of serving the public interest and promoting public welfare.

Public service organizations are responsible for providing the public with a range of essential public services, including healthcare, education, transportation, public safety, and social services.

Areas such as welfare and environmental protection play a crucial role in the smooth functioning of society, ensuring that the needs of the people are met and resources are used effectively.

Effective management and the creation of a safe and livable development environment for the community.

At the same time, the public expects public service organizations to always uphold their service principles and continuously provide high-quality services, not only meeting but also exceeding the public's expectations.

Expectations (regarding public services). Most importantly, the public expects public services to not only guarantee and improve their quality of life, but also to address numerous challenges.

The war includes changes in population structure, adjustments in the economic landscape, accelerated urbanization, climate crisis and resource shortages, rapid technological innovation, and geopolitical factors.

The direct impact of political changes.

Simply providing the basic services that the public expects and achieving a minimum level of satisfaction is far from sufficient for public service organizations. High-quality services are essential.

Public services describe a method to create exceptional public experiences by providing personalized, surprising (exceeding expectations) services, thereby building...

Building trust is crucial for addressing social challenges through innovative approaches. High-quality public services can help meet future societal challenges.

This document outlines the principles, elements, and components of creating an exceptional public experience. The foundation of implementing quality service is high-quality public service.

The service pyramid has two lower levels (see Figure 1). These are specified in GB/T 19001-2016, GB/T 19012-2019, and ISO/IEC.20000-1.

This is described in standards such as ISO 18091:2018 and ISO 18091:2019. This document focuses on a higher level, namely.

--Public services provided based on the needs of the people and society (Level 3);

--A pleasantly surprising provision of public services (Level 4).

Public services provided based on the needs of the people and society (Level 3) aim to make the people feel the warmth, sincerity, and value of the services.

When people's needs are genuinely met, they will have a positive emotional response and feel valued and cared for.

The provision of surprisingly good public services (Level 4) means offering tailored services that bring surprise and pleasure. This relies on super...

To exceed the public's expectations, the way to achieve this is to provide an exceptional public experience that surpasses expectations.

It is advisable to use the high-quality public service pyramid model to explain to managers and staff why public service organizations must fulfill their basic commitments.

While providing high-quality services (Level 1 and Level 2), we are committed to exceeding public expectations and upgrading our services through high-quality services (Level 3 and Level 4).

Figure 1. Pyramid of High-Quality Public Services

This document aims to provide guidance for public service organizations committed to achieving high-quality public services.

Public service organizations typically serve the general public or community members they serve. These individuals or groups receive services from the organization.

The organization benefits from its services, the specific scope of which depends on its specific mission and responsibilities.

This means that in different scenarios, the recipients of public services may be different roles such as the general public, customers, or consumers. Therefore, in this article...

Unless otherwise stated, the term "the public" refers to the service recipients of public service organizations.

In the context of this document, the term "high-quality public services" has several different attributes, such as exceptional public services, exceeding expectations, or...

High-quality public services.

Principles and Models of High-Quality Service Public Service Organizations

1 Scope

This document establishes the principles of quality public services and provides guidance on models for quality public services.

This document applies to services provided and intended for their key stakeholders (such as the general public, those who collaborate to provide high-quality services).

Public service organizations that bring the ultimate experience to other organizations (such as those that provide services).

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

co-creation

Stakeholders actively participate in service design, delivery, and innovation.

[Source. GB/T 42185-2022, 3.3] 3.2 Customers/citizens Individuals or organizations that are able to or actually receive products or services provided to them or at their request.

Note 1: "Products or services" refer to the outputs of public service processes and may exist in many different forms. See 3.9 for an overview of product and service types.

Note 2: In the context of this document, the customers of public services (3.9) are local residents, non-local residents (such as visitors from other countries or regions), organizations, and...

Social groups.

Note 3: The term "customer" may be controversial in the public service sector. However, given its widespread adoption and practicality in standardizing quality service, this document...

The word "customer" was used and combined with "the public".

[Source. ISO 18091:2019, 3.2, with modifications] 3.3 Customer/citizen experience the perception formed by customers/the public (3.2) in their interactions with public service organizations (3.14) and their products or services.

Note: "Interaction" relates to the customer/public journey (3.4), or to the entire relationship between a public service organization and its products, systems, services, or related networks. Interaction can...

Directly or indirectly related to public service organizations.

[Source. GB/T 42185-2022, 3.6, with modifications] 3.4 Customer/citizen journey A range of customer/public experiences (3.3) (or the sum of experiences) when interacting with public service organizations (3.14) and their products or services.

Note: "A series" is based on the process; "sum" is based on the result.

Employee engagement

The level of employee engagement with the public service organization (3.14), their enthusiasm for the work, and the extent to which they are willing to make extra efforts.

Note: Highly engaged employees are motivated to go beyond expectations for customers/the public (3.2) and public service organizations.