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

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Service excellence - Practices for achieving service excellence

优质服务 实现优质服务的实践

(English Translation)

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Foreword

This document is a standard or guiding technical document.

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 pertains to GB/T 42185-2022 (ISO 23592:2021, IDT) and GB /Z 43427-2023 (ISO /T S24082. The supporting standards of IDT (2021).

This document adopts ISO /T R7179.2023 "Quality service - Practices to achieve quality service".

Introduction

Currently, organizations across various industries often strive to build customer loyalty by meeting customer expectations (i.e., customer satisfaction). However... However, simply achieving customer satisfaction may not be enough to sustainably enhance customer loyalty. ISO 23592 points out that providing personalized and surprising experiences is crucial.

High-quality service can make customers feel happy, thereby creating an ultimate customer experience, which is the key to building high customer loyalty.

ISO 23592 provides principles and models for achieving high-quality service, clarifying how organizations can continuously improve their service capabilities.

ISO /T S24082 provides specific instructions on how to design high-quality services.

The purpose of this document is to help all stakeholders understand how to apply [the relevant technologies] by sharing case studies from highly regarded organizations.

ISO 23592 and ISO /T S24082.Ten organizations provided their widely recognized best practices. ISO /TC312 Quality Service.

The technical committee studied the relevance of these practices to ISO 23592 and ISO /T S24082.

Furthermore, this document identifies potential areas for standardization, including through gap analysis of practices covered and not covered by existing documents. The subsequent revision suggestions.

1 Scope

This document provides a practical guide for achieving high-quality service. It can be used when applying ISO 23592 and ISO /T S24082.

1.1 Quality Service Leadership and Strategy

Vision, Mission and Strategy for Quality Service

a) Vision A-1 B-1

b) Mission A-1 B-1

c) Strategy A-1 B-1

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.

ISO 23592 Service Excellence Principles and Model

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

ISO /T S24082 Service Excellence Design. High-quality service for an exceptional customer experience.

Note: GB /Z 43427-2023 Quality Service Design - High-quality service for an exceptional customer experience (ISO /T S24082.2021, IDT)

3 Terms and Definitions

The terms and definitions defined in ISO 23592 and ISO /T S24082 apply to this document.

4.1 Methodology

This document contains best practice examples of achieving high-quality service drawn from 10 highly praised organizations.

Spanning multiple different industries, their practices were collected using templates in Appendix A to determine their alignment with each element of the ISO 23592 standard.

The correlation of elements. The selected practice cases were identified based on various combinations of the following criteria.

---The highest rating or best reputation in the industry;

--- Implement practices related to all or some elements of the ISO 23592 quality service model, and in accordance with quality service-related indicators.

To obtain a high rating, for example, a reputation for excellent service.

This survey identified the connections between practice cases and each element of ISO 23592, which are shown in Table 1.