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

GB/Z 43427-2023

**Service excellence - Designing excellent service to achieve
outstanding customer experiences**

优质服务 设计高品质服务以实现极致顾客体验

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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 a supporting standard for GB/T 42185-2022 (ISO 23592:2021, IDT): This document is equivalent to ISO /T S24082:2021 "High-quality service design and high-quality services to achieve the ultimate customer experience": Please note that some content in this document may be subject to patents: The publisher of this document assumes no responsibility for identifying patents: This document is proposed and coordinated by the National Service Standardization Technical Committee (SAC/TC264): This document was drafted by: China Institute of Standardization, Beijing Huayou Service Co., Ltd., Zhongshi Integrity Credit Rating Co., Ltd., Beijing Yan Beijing Beer Co., Ltd., Chengxinxing Holdings Co., Ltd., China Mobile (Hangzhou) Information Technology Co., Ltd., Guangdong Power Grid Co., Ltd: State Power Supply Bureau, Hill Wisdom (Chengdu) Enterprise Management Consulting Co., Ltd., Shaanxi Yuanwang Defense Technology Research Institute Co., Ltd., Shenzhen Duoyou Mi Network Technology Co., Ltd., Beijing University of Technology, Zhejiang University of Finance and Economics, Zhejiang Institute of Standardization, Shanghai Anshi Intelligent Information Consulting Co., Ltd: Company, Shandong Dongbo New Energy Holding Development Co., Ltd., and Mingshang Technology Co., Ltd: The main drafters of this document: Zhou Xingyao, Cao Lili, Zheng Juaner, Liu Junge, Guo Xinfeng, Wan Fujun, Geng Chao, Wang Hongjie, Hu Hong, Geng Jie, Hu Tong, Hou Fei, Wang Nana, Mai Shaohui, Yang Zhen, Liu Na, Zhang Yuchen, Li Xiyu, Yin Hang, Zheng Pei, Yao Wangping, Li Ke, Jiang Zhizhou, Xie Guangjun, Xu Yuexiang, Li Li, Fang Xuyang, Shen Jiaming, Zheng Xueqing, Tian Jie, Ma Libo, Peng Peng:

In today's highly competitive world, customer expectations are constantly changing and rising: Organizations must create better, more personalized customers experience to maintain and increase its customer base: Therefore, as a basis for service design, organizations must understand customers' expectations, needs, and desires: High-quality service can make customers feel happy and is the key to achieving the ultimate customer

experience: The organization connects with customers by providing high-quality services Building stable and good relationships can help you stand out from your competitors: ISO 23592 defines quality service as the ability of an organization to provide personalized, high-quality services (see Figure 1) in the quality service pyramid (see Figure 1): Level 3) and the ability to surprise with high-quality service (Level 4): Compared with high-quality service as an organizational capability, this document defines high-quality service as Yiwei organizations provide personalized and surprising services to customers: Providing high-quality services helps organizations create the ultimate customer experience, making The premise for customers to feel happy is to provide basic services consisting of core service value proposition (level 1) and customer feedback management (level 2): To ensure customer satisfaction: International standards such as ISO 9001, ISO 10002 and ISO /IEC :20000-1 all regulate the above two levels of services: Elaborate: Figure

1 Internet and high-quality service design within the high-quality service pyramid In order to improve their ability to delight customers, organizations should understand the role, importance and differences between customer satisfaction and customer delight, and explore Methods to develop and maintain customer delight: In order to improve the organizational business level, specific high-quality service design standards should be formulated: The core value proposition of the service provider is to create valuable services for customers, which can be co-created with customers through customer experience and feedback, and the revenue Benefits are realized jointly by service providers and customers: The use of the Internet, sensors and digital technologies can promote co-creation: This document focuses on high-quality service design based on co-creation mechanisms, aiming to make customers feel continuous pleasure: this document The clauses in are aimed at multiple elements in the ISO 23592 quality service model to create the ultimate customer experience dimension (see Table 1): Table

1 The relationship between the high-quality service model (column) and this document (row) Quality service model related to this document Create the ultimate customer experience Understand customer needs, expectations and wishes Design and improve to the extreme customer experience Service innovation management 4: High-quality service design principles 4:

2 Emotional sqrt sqrt 4:

3 Adaptive sqrt sqrt 4:

4 Co-create with customers sqrt sqrt sqrt 4:

5 Organizational and customer perspectivessqrt sqrt sqrt 5: High-quality service design activities 5:

2 Plan high-quality service design projects sqrt sqrt sqrt 5:

3 Understand and empathize with customerssqrt 5:

- 4 Determine design orientation and unique value propositions
 - 5 Design the ultimate customer experience through touch points and data points
 - 6 Designing a co-created environment
 - 7 Evaluate high-quality service design
- Quality service Design high-quality service to achieve the ultimate customer experience

1 Scope

GB/Z 43427-2023 treats customer experience as something designed rather than something that happens. Quality management standards have long covered whether a service met its specification, which is a different question from whether the customer felt well served - and organisations that score well on the first routinely fail the second, because the experience is produced by the whole journey, including the parts nobody owns: the wait, the handover between departments, the recovery when something goes wrong. Excellence in service is also unlike excellence in a product in that it is co-produced with the customer and consumed as it is delivered, so it cannot be inspected before it reaches them. This document establishes the principles of designing high-quality service to achieve outstanding customer experiences and describes the service design activities involved. As a GB/Z it is a guiding technical document rather than a requirement standard, which suits a subject that cannot be reduced to conformance clauses. Under ICS 03.080.01 and CCS A12, it is written for service organisations in retail, hospitality, financial services and public services, and for the consultancies and quality functions supporting them.

This document establishes the principles of high-quality service design to achieve the ultimate customer experience, and describes the high-quality service design to achieve the ultimate customer experience: service design activities: This document is applicable to the design of high-quality services by commercial organizations, public services and non-profit organizations:

2 Normative reference documents

The contents of the following documents constitute essential provisions of this document through normative references in the text: Among them, the dated quotations For undated referenced documents, only the version corresponding to that date applies to this document; for undated referenced documents, the latest version (including all amendments) applies to this document:

GB/T 42185-2022 High-quality service principles and models

3 Terms and definitions

The terms and definitions defined in GB/T 42185-2022 and the following apply to this

document: 3:

1 High quality serviceexcellent service A high-level service output provided by an organization to customers so that customers can obtain the ultimate customer experience and thereby impress customers:

Note: High-level service output refers to personalized high-quality services (level 3) and surprising high-quality service supply (level 4) in the quality service pyramid: class):

[Source: GB/T 42185-2022,3:2] 3:2 customerdelight A positive emotional experience that customers feel is of high value or exceeds expectations (or both):

Note: More emotions (such as surprise) can enhance customer happiness: [Source: GB/T 42185-2022, 3:5, with modifications] 3:3 A system design and development method that creates the ultimate customer experience by providing personalized and surprising high-quality services (3:1):

Note: The basic method based on this design method is called "X design" or "DfX" method: For relevant information, please see GB/T 20002:3-2014: 3:4 co-creation Stakeholders are actively involved in service design, delivery and innovation:

Note: Stakeholders include organizations and people: [Source: GB/T 42185-2022, 3:3, with modifications]