

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

JR/T 0049-2025

Replacing JR/T 0049-2009

**Life insurance company counter service specification
(English Translation)**

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What this standard covers

This standard specifies the requirements for counter services of life insurance companies, including guiding principles, counter settings and functions, service environment, service timeliness, service etiquette, service quality, service discipline and service management, and describes the corresponding verification methods. This standard applies to counter outlets established by life insurance companies in the People's Republic of China in administrative areas above the county level, and counter outlets established by pension insurance, health insurance and annuity insurance institutions shall be implemented as a reference.

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