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**CERTIFICATION AND ACCREDITATION INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

RB/T 301-2016

**Conformity assessment. General technical rules for service
certification**
(English Translation)

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard is proposed and managed by the China National Certification and Accreditation Administration.

This standard was drafted. Shanghai Quality Management Science Research Institute, China Certification and Accreditation Association, National Certification and Accreditation Administration, Supervision and Supervision Department, China qualified Evaluation National Accreditation Center, China Electronics Technology Standardization Research Institute, Shanghai Quality System Audit Center, Beijing Zhongjingkehuan Quality Certification Company, Guangzhou Saibao Certification Center, Fangyuan Logo Certification Group Product Certification Co., Ltd., Zhejiang Guanghang Logistics Co., Ltd., GF Securities Ltd., Yuancheng Logistics Group Co., Ltd.

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Introduction

With the development of the global economy and the adjustment of industrial structure, mankind has gone through the era of agricultural economy and is moving from the industrial economy era to the service economy.

On behalf of the developed countries, the service industry's output value accounted for 60% to 80% of GDP, and employment accounted for about 70%, taking the lead in entering the service the era of "the economy". China's "Tenth Five-Year Plan for National Economic and Social Development" puts forward the policy of "priority development of service industry" policy, the quality of the country the Outline of Development (2011-2020) proposes to fully realize the standardization, and branding of service quality by 2020, and the quality of

service industry Significantly improved, reaching or close to the international advanced level, the service industry brand value and efficiency have been greatly improved, and the total development of the service industry has been promoted.

Body arrangement. In.2014, China's service industry's output value accounted for 48.2% of GDP, and reached 50.5% in 2015, an increase of 2.3 hundred over the same period of the previous year.

Points. However, China's service industry is facing a shortage of professional talents, the level of standardization is not high, and the technological content and level need to be further improved.

Trade international competitiveness is not strong, and the service trade deficit is difficult to reverse in the short term.

According to the requirements of the "Twelfth Five-Year Development Plan for Certification and Accreditation", research and establish corresponding technical specifications for service certification, and apply the conformity assessment function.

The law and conformity assessment toolbox, combined with GB/T 27065-2015 and ISO/IEC 17067:2013 and other standards, develop this standard.

This standard is based on the service definition given in GB/T 27065-2015. usually intangible and at the supplier and customer contact surface There is less need to complete the results of an activity. The service business complexity and classification method are analyzed, and the service contact technology model is applied, as shown in Figure 1.

Show that customer service and interaction needs and expectations are the focus of attention, and the process of service contact is formed by the interaction between service providers and customers.

"Service Characteristics" is the core object of certification, and the customer's perceived outcome/performance is the goal to define the relevant knowledge and technology required for service certification.

And certification technology, aiming at alleviating the symmetry of information related to service organization and customer experience and its interests, establishing and improving service organization Reputation and brand image, improve service capabilities, enhance service usability and social trust in the service industry, standardize service industry in a normal order development of.

Figure 1 Service contact technology model

Service certification is a systematic project, although international standards treat service and product certification management and technical specifications as similar, but their skills There are significant differences between the technical field and product certification technology. The typical feature difference is that service formation and delivery often occur

simultaneously.

Production and delivery are usually at different stages that are distinguishable, and the outcome of the service is subject to the interaction of the service provider and the customer, ie the same Service, depending on the customer, affects the success of the service.

This standard provides programmatic and structural guidance for the establishment of service certification systems, codes and standards, and is expected to be for consumers, users and more.

Addressing the concerns of specific services to meet the requirements/commitments of specific services to a wide range of stakeholders.

General Principles of Conformity Assessment Service Certification

1 Scope

This standard specifies the general technology of service certification, including service certification technology foundation, technical resources and capabilities, and service certification technology.

Claim.

This standard applies to the technical management of the service certification process.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only dated versions apply to this article.

Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 19038-2009 Customer Satisfaction Evaluation Model and Method Guide GB/T 24421.2-2009 Service Industry Organization Standardization Work Guide Part 2. Standard System GB/T 27000-2006 Conformity assessment vocabulary and general principles GB/T 27007-2011 Guidelines for the preparation of normative documents for conformity assessment GB/T 27030-2006 General requirements for conformity assessment of third party conformity markings GB/T 27065-2015 Requirements for certification of conformity assessment products, processes and services ISO 9000:2015 Quality Management System Foundation and Terminology (Qualitymanagementsystems-Fundamentalsand Vocabulary) ISO/IEC 17067:2013 Conformity Assessment Product Certification Fundamentals and Product Certification System Guide (Conformityassessment-Fundamentals of product certification and guidelines for product certification schemes)

3 Terms and definitions

The following terms and definitions as defined in GB/T 27000-2006 apply to this document.

Service

At least the result of an activity needs to be completed at the contact surface of the supplier and the customer, and is usually intangible.

Note 1: The provision of services can be as follows.

- a) activities performed in the form of tangible products provided by the customer, such as the car to be repaired;
- b) activities performed in the form of intangible products provided by the customer, such as the income statement required to prepare the tax return;
- c) delivery of intangible products (eg information provision in the dissemination of knowledge);

--- Create an atmosphere for customers (such as in hotels and restaurants).

Note 2: Changed from GB/T 27065-2015, definition 3.6.

Customer service the interaction between the service provider and the customer throughout the service delivery phase.

Note: Changed from GB/T 24620-2009, definition 3.11.