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

SB/T 11052-2013

**Rules for e-commerce after-sale service evaluation
(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 was proposed by the Commercial Technology Quality Center.

This standard is managed by the Ministry of Commerce of the People's Republic of China.

This standard is mainly drafted by. Commercial Technology Quality Center, Zhongjing Huitong Co., Ltd., Shenzhen Netcom E-Commerce Co., Ltd.

Hongtu Sanpower High Technology Co., Ltd., Zhejiang Jinjutang E-Commerce Co., Ltd., Fujian Jinyuan Clothing Co., Ltd., Beijing Search Fighter Information Technology Co., Ltd., Happy Shopping Co., Ltd., Beijing Gongmei Group Gongmeiyi City Network, Beijing Far East Zhengda Testing Co., Ltd., China Chamber of Commerce Branch (Beijing) Technology Center, Gome Online E-Commerce Co., Ltd., Suning Tesco E-Commerce Co., Ltd., Beijing Materials College.

Introduction

With the improvement of China's electronic technology, e-commerce activities have developed rapidly, and people are more and more convenient to shop through the Internet. But at ease There are also many problems accompanying shopping. Especially after people shop on the Internet, after-sales service to suppliers and e-commerce service providers.

I have many complaints. In order to guide the e-commerce after-sales service, we have proposed to develop the "E-Commerce Service Evaluation Guidelines". This standard A recommended specification for service evaluation after Internet shopping.

E-commerce service evaluation criteria

1 Scope

This standard specifies the terms and definitions of after-sales evaluation of e-commerce products, and the goods provided by consumers (users) to manufacturers (sellers).

Evaluation criteria for after-sales service work; stipulates the general after-sales service requirements for shopping through the Internet, and stipulates e-commerce products After-sales evaluation factors and after-sales evaluation indicators of e-commerce products.

This standard applies to all types of Internet marketing activities after-sales service evaluation; covers the use of goods or rely on the after-sales service marketing of goods After-sales service evaluation criteria.

This standard does not apply to the after-sales service requirements of professional goods; it is not applicable to bank payment, travel and air ticket booking, insurance, Guidelines for the evaluation of after-sales services for TV shopping, telephone shopping, telephone card business and intangible goods.

2 Terms and definitions

The following terms and definitions apply to this document.

E-commerce

People use the Internet for tangible merchandise marketing activities.

Commodity

Tangible goods. Does not include. intangible goods - service.

After-sales service evaluation after-sales service evaluation After the manufacturer (seller) uses the Internet to complete the commodity transaction, the consumer (user) performs the goods provided by the manufacturer (seller).

After-sales service evaluation. Evaluation content includes but is not limited to commodity safety management, product quality screening, after-sales service process, installation service management, Service skills.

After-sales service evaluation principle after-sales service evaluation principle in order to establish the fairness of the after-sales service evaluation activities, the evaluation methods, evaluation process and evaluation results of the after-sales service are guaranteed.

Sex, the basic principles that should be followed in the evaluation of after-sales service.

After-sales evaluation factor after-sales evaluation factors the manufacturer (seller) has completed one or more experiences after the physical product is sold and has undergone a consumer/user experience, consumer/user pair the contents of the evaluation of the physical goods work provided by the manufacturer (seller).

E-commerce merchandise after-sales service e-commerce commodity after-sales service After the manufacturer (seller) completes the commodity transaction, the active service response is carried out when the commodity reaches the designated place of acceptance of the

consumer (user).

Passive service response.