

ICS 65.160  
CCS X 89

**YC**

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

**YC/T 619-2024**

---

**Guidelines for collection and application of cigarette retailer  
service demand  
(English Translation)**

**Issued on: September 3, 2024**

**Implemented on: December 1, 2024**

---

**Issued by: State Tobacco Monopoly Administration**

## Table of Contents

- Foreword
- Introduction
- 1 Scope
- 2 Normative references
- 3 Terms and definitions
- 4 General
  - 4.2 Principles of Fairness and Justice
  - 4.3 Dynamic Management Principles
- 5 Cigarette Retail Customer Classification
  - 5.1 Cigarette Retail Customer Segmentation

### Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

### Introduction

The collection and application of cigarette retail customer service needs is a key step for tobacco commercial enterprises to improve cigarette retail customer service satisfaction and deepen channel cooperation.

By establishing a scientific and effective cigarette retail customer classification management system and a standard flow for collecting service needs the program implements accurate tiered and classified services for cigarette retail customers, providing support for effectively balancing service implementation resources and personalized service needs.

Promote high-quality development of the industry's cigarette retail customer services.

Cigarette Retail Customer Service Demand Collection Application Guide

### 1 Scope

This document establishes the general principles for collecting and applying customer demand for cigarette retail services, and provides the principles for stratifying and classifying cigarette retail customers, surveying customer demand, and it provides

guidance on research, service strategy formulation, service strategy implementation and evaluation.

This document applies to the collection and application of cigarette retail customer service needs.

## **2 Normative references**

The contents of the following documents constitute essential clauses of this document through normative references in this document.

For referenced documents without a date, only the version corresponding to that date applies to this document; for referenced documents without a date, the latest version (including all amendments) applies to this document.

YC/T 455.2-2013 Basic Specification for Information Collection and Analysis of Cigarette Retail Market Part 2: Information Collection

## **3 Terms and definitions**

The following terms and definitions apply to this document.

Cigarette retailer

Citizens, legal persons or other organizations that hold a tobacco retail license and engage in the retail business of cigarette products.

## **4 General**

### **4.1**

The principle of national interests and consumer interests first Resolutely safeguard the interests of the country and consumers in the collection and application of cigarette retail customer service needs.

### **4.2 Principles of Fairness and Justice**

Taking into full consideration the objective development differences of cigarette retail customers, we collect service needs in a layered and classified manner, set evaluation indicators scientifically and reasonably, and ensure Cigarette retail customer service is homogeneous and fair.

### **4.3 Dynamic Management Principles**

Scientifically set the stratification and classification management cycle of cigarette retail customers, dynamically implement service demand collection and application, and timely adjust service content.

Continuously improve service accuracy.

## **5.1 Cigarette Retail Customer Segmentation**

### **5.1.1**

Tobacco retail customers should be stratified and divided into different service tracks, and cigarette retail customers at the same level should be comprehensively evaluated.