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

YC/T 621-2024

**Tobacco commercial enterprises - Guidelines for tobacco retail
customers evaluation of service quality
(English Translation)**

Issued on: September 3, 2024

Implemented on: December 1, 2024

Issued by: State Tobacco Monopoly Administration

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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.

1 Scope

This document provides the principles for evaluating the quality of tobacco retail customer service of tobacco commercial enterprises, as well as the principles for evaluating the quality of tobacco retail customer service of tobacco commercial enterprises.

Guidelines for service quality evaluation systems, evaluation methods and procedures.

This document applies to the tobacco retail customer service quality evaluation conducted by tobacco commercial enterprises.

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.

GB/T 36733 General principles for service quality evaluation

3 Terms and definitions

The terms and definitions defined in GB/T 36733 and the following apply to this document.

Tobacco retailer

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

Service

At least one activity must be between the organization and its tobacco retail customers (3.1) for the organization's output.

Note 1 to entry. Typically, the major elements of a service are intangible.

Note 2 to entry. Services generally involve activities at the customer interface that, in addition to determining customer requirements to provide the service, may also include establishing an ongoing relationship with the customer.

institutions, such as banks, accounting firms or public organizations (such as schools or hospitals).

Note 3: The provision of services may involve, for example.

---Account managers provide tobacco retail customers with business guidance, cigarette display and other services;

--- Delivery personnel provide services such as cigarette delivery and squeezed cigarette exchange to tobacco retail customers;

---Market regulators provide tobacco retail customers with legal and regulatory publicity, consultation, legal rights protection and other services.

Note 4 to entry. Typically, services have customer experiences.

[Source. GB/T 36733-2018, 3.3 modified] 3.3 Service Quality the degree to which an organization can meet specifications, agreements and characteristics of customer needs.

[Source. GB/T 36733-2018, 3.5]

4.1 Independence

Tobacco commercial enterprises may organize and carry out tobacco retail customer service quality evaluation on their own.