

# ISO/TR 32123:2024-12 (E)

## Transaction assurance in E-commerce - After-sales services

---

### Contents

Page

- Foreword..... v
- Introduction..... vi
- 1 Scope..... 1**
- 2 Normative references..... 1**
- 3 Terms and definition..... 1**
- 4 After-sales services in the E-commerce context..... 2**
  - 4.1 Overview..... 2
  - 4.2 Logistics..... 2
    - 4.2.1 Overview..... 2
    - 4.2.2 Dispatch..... 3
    - 4.2.3 Customs clearance..... 3
    - 4.2.4 Transportation and last-mile delivery..... 3
    - 4.2.5 Reverse logistics..... 4
    - 4.2.6 Delivery of virtual goods..... 4
  - 4.3 Maintenance and technical support..... 4
    - 4.3.1 Overview..... 4
    - 4.3.2 Terms and conditions..... 4
    - 4.3.3 Process..... 5
  - 4.4 Return of products..... 5
    - 4.4.1 Overview..... 5
    - 4.4.2 Terms and conditions..... 5
    - 4.4.3 Process..... 6
    - 4.4.4 Return for virtual goods..... 6
  - 4.5 Refund of payment..... 6
    - 4.5.1 Overview..... 6
    - 4.5.2 Refund policy..... 7
    - 4.5.3 Process..... 7
  - 4.6 Resolving disputes..... 7
    - 4.6.1 Overview..... 7
    - 4.6.2 Complaint handling..... 7
    - 4.6.3 Dispute resolution..... 8
  - 4.7 Compensation for transaction loss..... 9
    - 4.7.1 Overview..... 9
    - 4.7.2 Terms and conditions..... 9
    - 4.7.3 Process..... 10
- 5 Quality factors of after-sales services..... 10**
  - 5.1 Overview..... 10
  - 5.2 Policy..... 10
  - 5.3 Information..... 11
  - 5.4 Resources..... 12
    - 5.4.1 Human resources..... 12
    - 5.4.2 Technical resources..... 12
    - 5.4.3 Financial resources..... 12
- 6 Quality improvement measures..... 13**
  - 6.1 General..... 13
  - 6.2 Applicable International Standards..... 13
  - 6.3 Use cases..... 13

6.3.1	Logistics	13
6.3.2	Maintenance and technical support	14
6.3.3	Return of products	14
6.3.4	Refund of payment	14
6.3.5	Resolving disputes	15
6.3.6	Compensation for transaction loss	15
6.3.7	Seller rating	16
<b>Bibliography</b>		<b>17</b>