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

Bibliography **17**