

ISO 10008:2022-08 (E)

Quality management - Customer satisfaction - Guidance for business-to-consumer electronic commerce transactions

Contents		Page
Foreword		v
Introduction		vi
1	Scope	1
2	Normative references	1
3	Terms and definitions	1
4	Guiding principles	2
4.1	General	2
4.2	Commitment	3
4.3	Capacity	3
4.4	Competence	3
4.5	Suitability	3
4.6	Information integrity	3
4.7	Transparency	3
4.8	Choice	3
4.9	Accessibility	3
4.10	Responsiveness	4
4.11	Timeliness	4
4.12	Consent	4
4.13	Accountability	4
4.14	Legality	4
4.15	Privacy	4
4.16	Data protection	4
4.17	Safety	5
4.18	Sustainability	5
4.19	Integration	5
4.20	Customer-focused approach	5
4.21	Improvement	5
5	Business-to-consumer electronic commerce transaction system	5
5.1	Context of the organization	5
5.2	Framework	6
5.3	Objectives	6
5.4	Processes	7
5.4.1	General	7
5.4.2	Single-phase processes	8
5.4.3	Multi-phase processes	8
5.5	Resources	9
5.5.1	General	9
5.5.2	B2C ECT providers	9
5.5.3	Procedures	9
5.5.4	Internal and external communication plan	9
5.6	Connectivity	10
6	Single-phase processes	10
6.1	Pre-transaction phase	10
6.1.1	General	10

6.1.2	Content creation	10
6.1.3	Content delivery	10
6.1.4	Content governance	12
6.2	In-transaction phase	13
6.2.1	General	13
6.2.2	Initial selection support	13
6.2.3	Consumer identification	14
6.2.4	Final quote	14
6.2.5	Payment selection support	15
6.2.6	Payment authorization	16
6.2.7	Order confirmation	16
6.3	Post-transaction phase	16
6.3.1	General	16
6.3.2	Delivery	17
6.3.3	Correction	17
6.3.4	Return and exchange	18
7	Multi-phase processes	18
7.1	Consumer interaction	18
7.1.1	General	18
7.1.2	B2C ECT code	18
7.1.3	Consumer support	19
7.1.4	Feedback handling	19
7.1.5	Complaints handling and external dispute resolution	19
7.2	Consumer data management	20
7.2.1	General	20
7.2.2	Security	20
7.2.3	Privacy	20
8	Maintenance and improvement	21
8.1	Collection of information	21
8.2	Evaluation of performance of the B2C ECT system	21
8.3	Satisfaction with the B2C ECT system	21
8.4	Review of the B2C ECT system	21
8.5	Continual improvement	22
Annex A (informative) Customer satisfaction and consumer needs in the B2C ECT context		23
Annex B (informative) Supplementary references		25
Annex C (informative) Guidance on information provision		27
Annex D (informative) Guidance concerning an organization's B2C ECT code		30
Bibliography		32