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 Termsanddefinitions 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