
**Quality management — Customer
satisfaction — Guidelines for
business-to-consumer electronic
commerce transactions**

*Management de la qualité — Satisfaction client — Lignes directrices
pour les transactions de commerce électronique entre commerçant
et consommateur*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2. www.iso.org/directives

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received. www.iso.org/patents

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

The committee responsible for this document is ISO/TC 176, *Quality management and quality assurance*, Subcommittee SC 3, *Supporting technologies*.

Introduction

0.1 General

This International Standard provides guidance to organizations for planning, designing, developing, implementing, maintaining and improving an effective and efficient system concerning business-to-consumer electronic commerce transactions.

An effective and efficient business-to-consumer electronic commerce transaction (B2C ECT) system can assist consumers and organizations in addressing all aspects of a transaction.

This International Standard gives guidance on how organizations can implement such a B2C ECT system and thereby:

- a) provide a basis for consumers to have increased confidence in B2C ECTs;
- b) enhance the ability of organizations to satisfy consumers;
- c) help reduce complaints and disputes.

A B2C ECT involves internet interactions between the organization and the consumer, when accessed by the consumer through any device with wired or wireless connectivity (e.g. personal computers, e-tablets, personal digital assistants and internet-enabled cell phones). For the purposes of this International Standard, a B2C ECT can also involve other data-based telecommunications networks (e.g. short-text messaging) and various interfaces, including websites, social media web pages and e-mails.

The guidance in this International Standard is intended to apply to situations where a substantial part of the B2C ECT, including at least one in-transaction phase process (see 5.3), is facilitated by electronic methods (e.g. processing of payment, confirmation by the consumer of the agreement, or delivery of a product).

The guidance in this International Standard could be useful for situations where no B2C ECT takes place, but there is some online interaction between the organization and the consumer, such as when an organization advertises online and does not sell products online.

Where distance selling does not include an online component, e.g. a mail order, it is not the subject of this International Standard, but some of the guidance provided could be relevant.

The guidance in this International Standard is not intended to apply to online transactions completed between individuals ("consumer-to-consumer"). However, the guidance in this International Standard could be relevant to third party organizations that provide online services to facilitate consumer-to-consumer transactions (e.g. auction websites).

0.2 Relationship with ISO 9001 and ISO 9004

This International Standard is compatible with ISO 9001 and ISO 9004 and supports the objectives of these two standards through the effective and efficient application of a B2C ECT system.

ISO 9001 specifies requirements for a quality management system that can be used for internal application by organizations, or for certification, or for contractual purposes. A B2C ECT system implemented in accordance with this International Standard (ISO 10008) can be an element of a quality management system. ISO 9004 provides guidance on quality management for the sustained success of organizations. This International Standard (ISO 10008) can support sustained success in the context of B2C ECTs.

0.3 Relationship with ISO 10001, ISO 10002, ISO 10003 and ISO 10004

This International Standard is designed to be compatible with ISO 10001, ISO 10002, ISO 10003 and ISO 10004. These five standards can be used either independently or in conjunction with each other. When used together, the standards can be part of a broader and integrated framework for enhanced customer satisfaction in both the B2C and non-B2C contexts.

Organizations can use the guidance contained in ISO 10001 to plan, design, develop, implement, maintain and improve a B2C ECT code as part of the B2C ECT system. The complaints handling, dispute resolution and customer satisfaction monitoring and measuring processes described in ISO 10002, ISO 10003 and ISO 10004, respectively, can form important parts of a B2C ECT system.

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

1 Scope

This International Standard provides guidance for planning, designing, developing, implementing, maintaining and improving an effective and efficient business-to-consumer electronic commerce transaction (B2C ECT) system within an organization.

It is applicable to any organization engaged in, or planning to be engaged in, a business-to-consumer electronic commerce transaction, regardless of size, type and activity.

This International Standard is not intended to form part of a consumer contract or to change any rights or obligations provided by applicable statutory and regulatory requirements.

This International Standard aims to enable organizations to set up a fair, effective, efficient, transparent and secure B2C ECT system, in order to enhance consumers' confidence in B2C ECTs and increase the satisfaction of consumers. It is aimed at B2C ECTs concerning consumers as a sub-set of customers.

The guidance given in this International Standard can complement an organization's quality management system.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 9000, *Quality management systems — Fundamentals and vocabulary*

3 Terms and Definitions

For the purposes of this International Standard, the terms and definitions given in ISO 9000 and the following apply.

3.1

business-to-consumer electronic commerce transaction

B2C ECT

set of interactions between an *organization* (3.2) and a *consumer* (3.3) for the provision of a *product* (3.4) facilitated online

3.2

organization

person or group of people that has its own functions, with responsibilities, authorities and relationships to achieve its objectives

EXAMPLE Company, corporation, firm, enterprise, institution, charity, sole trader, association, or parts or combination thereof.

3.3

consumer

individual member of the general public, purchasing or using *products* (3.4) for personal, family or household purposes

Note 1 to entry: For the purposes of this International Standard, the term "consumer" includes potential consumers.