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Quality management — Customer satisfaction — Guidance 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 (see 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 (see 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.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 176, *Quality management and quality assurance*, Subcommittee SC 3, *Supporting technologies*.

This second edition cancels and replaces the first edition (ISO 10008:2013), which has been technically revised.

The main changes are as follows:

— alignment with ISO 9000:2015;

— alignment with ISO 9001:2015;

— improved alignment with ISO 10001, ISO 10002, ISO 10003 and ISO 10004.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

0.1 General

Electronic commerce offers the convenience of being able to research and select from a wide range of products and services, but consumers must usually do so without the benefit of face-to-face interactions. The related transactions can take place across international borders, sometimes without the consumer realizing this, and the levels of consumer protection can be different from those to which the consumer is accustomed.

This document provides guidance to organizations for planning, designing, developing, implementing, maintaining and improving an effective and efficient system concerning business-to-consumer electronic commerce transactions (B2C ECTs).

An effective and efficient B2C ECT system can assist consumers and organizations in addressing all aspects of a transaction.

This document 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) reduce complaints and disputes.

A B2C ECT involves electronic 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, cell phones). For the purposes of this document, 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, apps and emails.

NOTE ISO 32111[1)] provides principles and framework for electronic commerce transaction assurance.

The guidance in this document is intended to apply to situations where a substantial part of the B2C ECT, including at least one in-transaction phase process (e.g. processing of payment, confirmation by the consumer of the agreement, delivery of products and services) is facilitated by electronic methods. It also can be useful 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 or services online. Where distance selling does not include an online component (e.g. a mail order), it is not the subject of this document, but some of the guidance provided can be relevant.

Considered broadly, business-to-consumer e-commerce involves a wide variety of organizations engaged in many different activities. The focus of this document is on the organizations that directly offer products and services to consumers, whether via their own platforms or via online marketplaces. However, the guidance provided can be relevant to other organizations involved in any B2C ECT transaction, including online marketplaces and price comparison sites. There are also separate standards for organizations that facilitate transactions between consumers and providers, and organizations that provide consumers access to publicly accessible processes where they can review and rate products and services offered by their organizations, and access the reviews and ratings of other consumers (see ISO 42500 and ISO 20488).

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

1) Under preparation. Stage at the time of publication: ISO/DIS 32111:2022.

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0.2 Relationship with ISO 9001 and ISO 9004

This document 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. This document can also be used independently of ISO 9001 and ISO 9004.

ISO 9001 specifies requirements for a quality management system. A B2C ECT system implemented in accordance with this document (i.e. ISO 10008) can be used as an element of a quality management system.

ISO 9004 provides guidance to achieve sustained success of an organization. The use of this document can enhance performance regarding B2C ECTs, as well as increase the satisfaction of consumers and other relevant interested parties to facilitate the achievement of sustained success. It can also facilitate the continual improvement of the quality of products, services and processes based on feedback from consumers and other relevant interested parties.

NOTE Other relevant interested parties can include customers, providers, industry associations and their members, consumer organizations, relevant government agencies, regulatory authorities, personnel, owners and others who are affected by an organization's B2C ECT system.

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

This document is 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 — Guidance for business-to-consumer electronic commerce transactions

1 Scope

This document gives guidance on 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 B2C ECT, regardless of size, type and activity. The focus of this document is on organizations that directly offer and provide products and services to consumers.

This document 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 document can complement an organization's quality management system.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. 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 document, the terms and definitions given in ISO 9000 and the following apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

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 products and services, facilitated online

3.2
organization
person or group of people that has its own functions with responsibilities, authorities and relationships to achieve its objectives

Note 1 to entry: The concept of organization includes, but is not limited to, sole-trader, company, corporation, firm, enterprise, authority, partnership, association, charity or institution, or part or combination thereof, whether incorporated or not, public or private.

Note 2 to entry: Additional examples include shop and retailer.

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[SOURCE: ISO 9000:2015, 3.2.1, modified — Note 2 to entry has been replaced.]

3.3
consumer
individual member of the general public who is the end user of products and services

Note 1 to entry: For the purposes of this document, use of the term "consumer" includes a range of potential and existing product or service users, e.g.

— those thinking about using or purchasing a product or a service;

— those who have purchased a one-off product or service;

— those in a short- or long-term product or service contract;

— end users of a product or a service paying directly for the product or service;

— end users of a product or a service not paying for the product or service.

Note 2 to entry: The end user might not be the customer who purchased the product or service, e.g. persons having a meal at a restaurant that is paid for either by one person in this group or by a different person.

[SOURCE: ISO/IEC Guide 76:2020, 3.5, modified — The phrase "services or service-related goods (e.g. a smart speaker)" has been replaced by "products and services" and the term "product" has been added to the term "service" in the notes to entry.]

3.4
business-to-consumer electronic commerce transaction code
B2C ECT code
promise or set of promises made by *organizations* (3.2) to *consumers* (3.3), and related provisions in support of *B2C ECTs* (3.1)

Note 1 to entry: Promises can include elements of what are commonly referred to as "terms and conditions".

3.5
business-to-consumer electronic commerce transaction provider
B2C ECT provider
organization (3.2) that supplies a *B2C ECT* (3.1) process or activity to the organization and that is external to the organization operating the B2C ECT system

Note 1 to entry: B2C ECT providers include organization reliability assurance providers, financial intermediaries (e.g. payment card companies), product and service information providers, consumer information protection and security assurance providers, product and service delivery providers, and dispute resolution providers.

3.6
content
<business-to-consumer electronic commerce transaction> wording, images and related mechanisms associated with communicating information about the *organization* (3.2), its products and services, and the *B2C ECT* (3.1) system

4 Guiding principles

4.1 General

Effective and efficient planning, design, development, implementation, maintenance and improvement of an organization's B2C ECT system is based on adherence to the consumer-focused guiding principles set out in 4.2 to 4.21. These guiding principles should be used to enhance consumer protection throughout the B2C ECT system.

NOTE 1 The order of the guiding principles as listed is not intended to reflect their relative importance.

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