

ISBN 978-0-626-30191-0

SANS 10008:2014

Edition 1

ISO 10008:2013

Edition 1

SOUTH AFRICAN NATIONAL STANDARD

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

This national standard is the identical implementation of ISO 10008:2013, and is adopted with the permission of the International Organization for Standardization.

WARNING

This document references other documents normatively.

Published by SABS Standards Division
1 Dr Lategan Road Groenkloof ☒ Private Bag X191 Pretoria 0001
Tel: +27 12 428 7911 Fax: +27 12 344 1568

www.sabs.co.za

© SABS

SABS

SANS 10008:2014

Edition 1

ISO 10008:2013

Edition 1

Table of changes

Change No.	Date	Scope

National foreword

This South African standard was approved by National Committee SABS/TC 176, *Quality assurance and quality management matters*, in accordance with procedures of the SABS Standards Division, in compliance with annex 3 of the WTO/TBT agreement.

This document was published in May 2014.

INTERNATIONAL STANDARD

ISO 10008

First edition
2013-06-01

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*



Reference number
ISO 10008:2013(E)

© ISO 2013



COPYRIGHT PROTECTED DOCUMENT

© ISO 2013

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopying, or posting on the internet or an intranet, without prior written permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
Case postale 56 • CH-1211 Geneva 20
Tel. + 41 22 749 01 11
Fax + 41 22 749 09 47
E-mail copyright@iso.org
Web www.iso.org

Published in Switzerland

Contents

	Page
Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and Definitions	1
4 Guiding principles	2
4.1 General.....	2
4.2 Commitment.....	2
4.3 Capacity.....	2
4.4 Competence.....	2
4.5 Suitability.....	3
4.6 Accuracy.....	3
4.7 Transparency.....	3
4.8 Accessibility.....	3
4.9 Responsiveness.....	3
4.10 Consent.....	3
4.11 Fairness.....	3
4.12 Accountability.....	3
4.13 Legality.....	3
4.14 Privacy.....	3
4.15 Security.....	4
4.16 Integration.....	4
4.17 Improvement.....	4
5 Business-to-consumer electronic commerce transaction system	4
5.1 Framework.....	4
5.2 Objectives.....	4
5.3 Processes.....	5
5.4 Resources.....	7
5.5 Connectivity.....	8
6 Single-phase processes	8
6.1 Pre-transaction phase.....	8
6.2 In-transaction phase.....	11
6.3 Post-transaction phase.....	14
7 Multi-phase processes	15
7.1 Consumer interaction.....	15
7.2 Consumer data management.....	17
8 Maintenance and improvement	18
8.1 Collection of information.....	18
8.2 Evaluation of performance of the B2C ECT system.....	18
8.3 Satisfaction with the B2C ECT system.....	18
8.4 Review of the B2C ECT system.....	18
8.5 Continual improvement.....	19
Annex A (informative) Customer satisfaction and consumer needs in the B2C ECT context	20
Annex B (informative) Supplementary references	22
Annex C (normative) Guidance on information provision	24
Annex D (informative) Guidance concerning an organization's B2C ECT Code	27
Bibliography	29