



BSI Standards Publication

Transaction assurance in E-commerce — After-sales services

National foreword

This Published Document is the UK implementation of ISO/TR 32123:2024.

The UK participation in its preparation was entrusted to Technical Committee IST/47/-/3, eBusiness.

A list of organizations represented on this committee can be obtained on request to its committee manager.

Contractual and legal considerations

This publication has been prepared in good faith, however no representation, warranty, assurance or undertaking (express or implied) is or will be made, and no responsibility or liability is or will be accepted by BSI in relation to the adequacy, accuracy, completeness or reasonableness of this publication. All and any such responsibility and liability is expressly disclaimed to the full extent permitted by the law.

This publication is provided as is, and is to be used at the recipient's own risk.

The recipient is advised to consider seeking professional guidance with respect to its use of this publication.

This publication is not intended to constitute a contract. Users are responsible for its correct application.

This publication is not to be regarded as a British Standard.

© The British Standards Institution 2025
Published by BSI Standards Limited 2025

ISBN 978 0 539 31075 7

ICS 35.240.63

Compliance with a Published Document cannot confer immunity from legal obligations.

This Published Document was published under the authority of the Standards Policy and Strategy Committee on 31 January 2025.

Amendments/corrigenda issued since publication

Date	Text affected



Technical Report

ISO/TR 32123

Transaction assurance in E-commerce — After-sales services

Assurance des transactions de commerce électronique — Services après-vente

**First edition
2024-12**

Reference number
ISO/TR 32123:2024(en)

© ISO 2024  **Documents**
Document Sharing Hub



COPYRIGHT PROTECTED DOCUMENT

© ISO 2024

All rights reserved. Unless otherwise specified, or required in the context of its implementation, 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
CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Email: copyright@iso.org
Website: www.iso.org

Published in Switzerland

Contents

Page

Foreword	v
Introduction	vi
1 Scope	1
2 Normative references	1
3 Terms and definition	1
4 After-sales services in the E-commerce context	2
4.1 Overview	2
4.2 Logistics	2
4.2.1 Overview	2
4.2.2 Dispatch	3
4.2.3 Customs clearance	3
4.2.4 Transportation and last-mile delivery	3
4.2.5 Reverse logistics	4
4.2.6 Delivery of virtual goods	4
4.3 Maintenance and technical support	4
4.3.1 Overview	4
4.3.2 Terms and conditions	4
4.3.3 Process	5
4.4 Return of products	5
4.4.1 Overview	5
4.4.2 Terms and conditions	5
4.4.3 Process	6
4.4.4 Return for virtual goods	6
4.5 Refund of payment	6
4.5.1 Overview	6
4.5.2 Refund policy	7
4.5.3 Process	7
4.6 Resolving disputes	7
4.6.1 Overview	7
4.6.2 Complaint handling	7
4.6.3 Dispute resolution	8
4.7 Compensation for transaction loss	9
4.7.1 Overview	9
4.7.2 Terms and conditions	9
4.7.3 Process	10
5 Quality factors of after-sales services	10
5.1 Overview	10
5.2 Policy	10
5.3 Information	11
5.4 Resources	12
5.4.1 Human resources	12
5.4.2 Technical resources	12
5.4.3 Financial resources	12
6 Quality improvement measures	13
6.1 General	13
6.2 Applicable International Standards	13
6.3 Use cases	13
6.3.1 Logistics	13
6.3.2 Maintenance and technical support	14
6.3.3 Return of products	14
6.3.4 Refund of payment	14
6.3.5 Resolving disputes	15
6.3.6 Compensation for transaction loss	15

6.3.7	Seller rating.....	16
Bibliography		17

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 document 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).

ISO draws attention to the possibility that the implementation of this document may involve the use of (a) patent(s). ISO takes no position concerning the evidence, validity or applicability of any claimed patent rights in respect thereof. As of the date of publication of this document, ISO had not received notice of (a) patent(s) which may be required to implement this document. However, implementers are cautioned that this may not represent the latest information, which may be obtained from the patent database available at www.iso.org/patents. ISO shall not be held responsible for identifying any or all such patent rights.

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 321, *Transaction assurance in E-commerce*.

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.

Introduction

The rapid development of E-commerce has significantly impacted buyers' shopping behaviours, and intensified competition in the E-commerce market. Consequently, the quality of after-sales services provided by E-commerce operators to buyers has become a critical factor in E-commerce transaction assurance. Improving the quality of after-sales services is therefore crucial for buyers as it enhances their satisfaction and trust in E-commerce transactions. It is also essential for E-commerce operators to maintain a competitive edge.

In contrast to traditional after-sales services, E-commerce after-sales services are provided not only to tangible goods but also to virtual goods. They can also compass a broader spectrum of activities, for example, continuous customer support, automated refund processes, logistics tracking, etc. They can therefore involve some new participants, such as E-commerce platform operators, logistic service providers, couriers and technical support teams.

These new elements pose challenges to E-commerce after-sales services. The diversity of E-commerce after-sales service activities can lead to inadequate policy development, causing buyers to be confused about specific terms. The involvement of numerous participants can lead to inconsistencies in service quality, including differences in delivery time, eligibility criteria for return and refund. The diversity of product types can lead to disparate policies, resulting in issues such as difficulties with virtual goods refunds. Providing sustained online support can lead to a deficit of customer service personnel, resulting in issues such as delays in handling complaints.

This document analyses the core aspects of various E-commerce after-sales service activities, the factors affecting service quality and the existing issues in after-sales services. This document also specifies International Standards and use cases to help enhance service quality for after-sales services for E-commerce operators.