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**Conformity assessment - Guidelines for service certification
modules selection and application**

合格评定 服务认证模式选择与应用导则

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Conformity assessment - Guidelines for service certification modules selection and application

1 Scope

This Standard provides guidelines for the selection and application of service certification modules, including guiding principles, optional modules, and modules selection and application.

This Standard applies to third-party certification bodies. It can be used as a reference for the first-party and second-party conformity assessment activities for specific services.

2 Normative references

The following documents are indispensable for the application of this document. For the dated references, only the editions with the dates indicated are applicable to this document. For the undated references, the latest edition (including all the amendments) are applicable to this document.

GB/T 27065 Conformity assessment - Requirements for bodies certifying products, processes and services

GB/T 27067-2017 Conformity assessment - Fundamentals of product certification and guidelines for product certification schemes

GB/T 27400-2020 Conformity assessment - General rules for service certification techniques

3 Terms and definitions

The following terms and definitions apply to this document.

3.1

Characteristic

Distinguishable features.

Note 1: Characteristic can be inherent or endowed.

choosing a certification module suitable for customers [consumers, users and (or) prosumers] to participate in.

4.4 Responsiveness is the technical principle for the selection and application of service certification modules. The selected and used certification module can reflect the response to customer needs and stakeholder expectations; especially the certification modules related to service characteristic determination involving customer experience perception and measurement.

4.5 Economy is the value principle for the selection and application of service certification modules. On the premise of ensuring the principle of impartiality and controllable certification risks, it shall give priority to the selection and application of economical, convenient, and appropriate certification modules.

4.6 Measurability is the evaluation principle for the selection and application of service certification modules. Whether it is service characteristic determination or service management review, measurable certification modules should be preferred.

5 Optional modules

5.1 The service certification module aims to provide a technical method for the application of conformity assessment function method in the service certification process AND for the implementation of determined functions.

5.2 The service certification module consists of two parts: service characteristic determination and service management review. When establishing, selecting and applying a service certification module, the technical requirements and suitability for service characteristic determination and service management review should be considered.

5.3 The service certification modules given in this Standard are based on Table 1 "Product certification scheme type 6" of GB/T 27067-2017. These certification modules have good applicability in service certification. However, not all possible service certification modules are represented.

5.4 The service certification module shall be aimed at specific services and their service management characteristics. It shall be suitable for service characteristic determination and service management review activities.

5.5 Optional service certification modules include but are not limited to:

- a) Open service characteristic inspection, referred to as Module A;
- b) Service characteristic inspection of mystery customer (unannounced visit), referred to as Module B;

- c) Open service characteristic testing, referred to as Module C;
- d) Service characteristic testing of mystery customer (unannounced visit), referred to as Module D;
- e) Customer survey, referred to as Module E;
- f) Service footprint determination, referred to as Module F;
- g) Confirmation or verification of service capability, referred to as Module G;
- h) Service design review, referred to as module H;
- i) Service management review, referred to as Module I.

5.6 Service characteristic inspection and (or) testing may be collectively referred to as service characteristic determination, where:

- a) Service characteristic inspection, also known as service experience perception, is aimed at implementing determination based on qualitative service characteristic indicators;
- b) Service characteristic testing, also known as service experience measurement, is aimed at determining the quantitative indicators of related parameters such as behaviors and emotions that are formed based on service characteristic experience.

Note: Service characteristic testing is based on behavioral cognitive science technology and behavioral measurement theory. It measures, analyzes and judges the physiological, psychological and other related parameter information and data of service experiencers.

5.7 Customer surveys are conducted on the extent to which the functional characteristics of the service meet the requirements of the service experiencer. When applicable, relevant information and data from customer satisfaction surveys may be collected.

Note: When customer survey is used as a service certification module, it is not equivalent to customer satisfaction survey.

5.8 For the implementation of quantitative-based determination of services characterized by high technical content, high economic cost and (or) high risk of service experience, service footprint determination can be the applicable certification module.

5.9 Service capability confirmation or verification can be used as a certification module for service characteristic determination, as well as a certification module for service management review. It can be used for qualitative objects or quantitative objects.

5.10 Service management capability review includes service design review and service

service environment, such as brain surgery services in medical services, the service quality certification module should be a combination of customer survey and service management review; or a combination of customer survey, service capability confirmation or verification, and service management review.

6.2.5 When choosing the certification module based on the service certification type decisions, such as fuel heating services, the ecological certification module of their services should be a combination of service footprint determination and service management review.

Note: For the service certification involved in 6.2.3~6.2.5, if the service organization has or bears design responsibilities, when providing and delivering the services, it is necessary to conduct a specialized design review.

6.3 Application of the modules

6.3.1 The application of service certification modules should consider the certification modules applicable to activities such as initial certification, re-certification, and continuous supervision and evaluation.

6.3.2 Usually, a combined certification module should be adopted in service certification, to ensure compliance with the requirements of service characteristic determination and service management review activities.

6.3.3 The service certification scheme should give the service certification modules and their combinations corresponding to different certification evaluation properties; define whether it has the responsibility of service design.

6.3.4 Based on 5.5, the service certification modules and their combinations with design responsibilities are usually available and used as:

a) Initial certification:

- A+F+G; or
- B+F+G; or
- C+F+G; or
- D+F+G; or
- E+F+G; or
- A+B+F+G; or
- C+D+F+G; or

- C+E+F+G; or
- D+E+F+G; or
- A+B+C+D+E+F+G, etc.

- b) Re-certification: Based on the comprehensive evaluation results of the previous certification cycle, the service certification module and its combination determined through initial certification can be adopted, or simplified, including changes in sample size.
- c) Certification maintenance (or supervision and evaluation): According to the last evaluation results, the service characteristic determination and service management review modules can be adjusted or alternatively used. For example, the service design review may not need to monitor the implementation of each evaluation.

Note: The combination of A+B+C+D+E+F+G service certification modules is suitable for high-risk service certification in the Internet environment.

6.3.5 Based on 5.5, the service certification modules and their combinations without design responsibilities are usually available and used as:

- a) Initial certification:

- A+G; or
- B+G; or
- C+G; or
- D+G; or
- E+G; or
- A+B+G; or
- C+D+G; or
- C+E+G; or
- D+E+G; or
- A+B+C+D+E+G, etc.

- b) Re-certification and certification maintenance (or supervision and evaluation):
The content of 6.3.4b) and 6.3.4c) can be followed.

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