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NATIONAL STANDARD OF THE
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GB/T 29186.5-2021

Replacing GB/T 31042-2014

**Evaluation of brand value elements - Part 5: Service
elements**

品牌价值要素评价 第5部分：服务要素

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Foreword

GB/T 29186 "Evaluation of brand value elements" is divided into 6 parts:

- Part 1: General principles;
- Part 2: Tangible elements;
- Part 3: Quality elements;
- Part 4: Innovation elements;
- Part 5: Service elements;
- Part 6: Intangible elements.

This Part is Part 5 of GB/T 29186.

This Part was drafted in accordance with the rules given in GB/T 1.1-2009.

This Part replaces GB/T 31042-2014 "Brand value - Requirements for service evaluation". Compared with GB/T 31042-2014, except for editorial changes, the main technical changes are as follows:

- a) Modify the standard structure. For ease of use, modify the standard structure to eight parts: scope, normative references, terms and definitions, basic requirements, evaluation index system, index measurement, result measurement and calculation, and Appendix A, to be in line with the structure of other parts of this Standard.
- b) Update the terms about "service";
 - Delete the two terms of "responsiveness" and "reliability"; use them as subordinate indexes of service results;
 - Delete the two terms of "safety" and "traceability"; move their contents to GB/T 29186.3;
 - Add the five terms of "service capability", "service supply", "service result", "customer" and "organization";
- c) Modify the contents of "general requirements" to "basic requirements";
- d) Modify the contents of "evaluation elements" to "evaluation index system"; give the composition of the brand value service element evaluation index system;

Evaluation of brand value elements - Part 5: Service elements

1 Scope

This Part of GB/T 29186 specifies the basic requirements, evaluation index system, index measurement, result measurement and calculation for the evaluation of brand value service elements.

This Part applies to various entities to carry out evaluation of brand value elements, brand evaluation and brand management activities.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only the dated version applies to this document. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 19000-2016, Quality management systems - Fundamentals and vocabulary

GB/T 24620-2009, Development of service standards - Recommendations for addressing consumer issues

GB/T 28222, General principles for development of service standards

GB/T 29185, Brand value - Vocabulary

GB/T 29186.1, Evaluation of brand value elements - Part 1: General principles

GB/T 36733-2018, Evaluation guideline for service quality

ISO 20671:2019 Brand evaluation - Principles and fundamentals

3 Terms and definitions

Terms and definitions determined by GB/T 19000-2016, GB/T 24620-2009, GB/T 29185, GB/T 29186.1, GB/T 36733-2018, ISO 20671:2019 and the following ones are applicable to this document. For ease of use, some of the terms and definitions in GB/T 19000-2016 are repeated below.

Note: Generally, use the SERVQUAL theory to carry out evaluation from five aspects: tangibility, reliability, responsiveness, guarantee and empathy.

3.5 Customer

Individuals or organizations (3.6) that can or actually accept the products or services (3.1) provided for them or on request.

Examples: consumers, principals, end users, retailers, receivers, beneficiaries, and purchasers of products or services from internal processes.

Note: Customers can be internal or external to the organization.

[GB/T 19000-2016, definition 3.2.4]

3.6 Organization

A person or a group of people whose functions are composed of responsibilities, powers and mutual relations, in order to achieve the goal.

Note: The concept of organization includes, but is not limited to, agents, companies, groups, commercial firms, enterprises and public institutions, administrative agencies, joint ventures, associations, charities or research institutions, or parts or combinations of the above organizations, regardless of whether they are legal organizations, public or private.

[GB/T 19000-2016, definition 3.2.1]

4 Basic requirements

The evaluation of brand value service elements shall be carried out in accordance with the general principles and evaluation procedures that are specified in GB/T 29186.1. When constructing the evaluation index system, obtaining evaluation data, calculating evaluation results, and issuing evaluation reports, it must comply with corresponding requirements of GB/T 29186.1; the personnel implementing the evaluation shall meet the capacity requirements which are set out in GB/T 29186.1.

5 Evaluation index system

5.1 Overview

When evaluating the brand value service elements, it can be carried out from three aspects: service capacity, service supply and service result.

5.2 Index system composition

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