



BSI Standards Publication

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

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## National foreword

This British Standard is the UK implementation of [ISO 10008:2022](#). It supersedes [BS ISO 10008:2013](#), which is withdrawn.

The UK participation in its preparation was entrusted to Technical Committee SVS/0, Customer service - Fundamental principles.

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

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Published by BSI Standards Limited 2022

ISBN 978 0 539 15974 5

ICS 03.120.10

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This British Standard was published under the authority of the Standards Policy and Strategy Committee on 31 August 2022.

### Amendments/corrigenda issued since publication

Date	Text affected
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**INTERNATIONAL  
STANDARD**

**ISO  
10008**

Second edition  
2022-08-03

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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*



Reference number  
ISO 10008:2022(E)

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