

# ANEC Activities: Horizontal Service Standards

#ServicesANEC



## What is the consumer problem?

Consumers are often cautious about buying products or services from other countries - see, for example, the ANEC study on [Cross-border shopping online within the EU](#) and the [ANEC cross border travel and tourism project 2013](#). These showed that many consumers are deterred from buying cross-border because they do not know their rights. Those who have bought cross-border had difficulties with:

- **Placing orders**
- **Knowing what to expect from their purchases**
- **Encountering poor customer service**
- **Unexpected additional charges**
- **Achieving satisfactory redress when things went wrong**

European consumer legislation – such as the Consumer Rights Directive and legislation on Alternative Dispute Resolution – does offer consumers protection and should be better known. There is also the Services Directive, which prevents businesses discriminating against customers on grounds of nationality or place of residence.

**There is still not the overarching European legal framework for the safety and quality of services, wanted by ANEC.**

# More is possible through developing relevant service standards....


**EG:** Ensuring the transparency and accuracy of pre-contractual information and the improvement on complaints handling.

CEN were mandated (M/517) to develop a suite of horizontal service standards. The 6 shortlisted topics : **procurement; agreement and contracting, and performance measurement, information provision; customer satisfaction and terminology.**

The standards are intended to **cover all kinds of services**, except 'works contracts' (in simple terms, those relating directly to construction projects), starting with business to business.

## What does ANEC want?

- Recognition of the legitimate interest of consumers and other societal stakeholders in development of the standards, even if focused on B2B;
- Customer/end user satisfaction measurement to be a key part of performance measurement
- Procurement to reflect issues such as **inclusivity, privacy and sustainability**
- to be used across the horizontal standards  
Relevant reference to be made to ISO Guide 76 and relevant ISO standards ISO 10002, ISO 18295 and ISO 10004
- Consistent terminology in line with that already adopted in standardization

To achieve this, ANEC actively participates in the activities of  CEN TC 447 - Horizontal service standards.  
For further information visit:

[www.anec.eu/priorities/services-products](http://www.anec.eu/priorities/services-products)

**#Fact:** Services, which account for around 70% of EU GDP, are the subject of an increasing number of standards at national level but many fewer at the European level.

## **About ANEC**

ANEC is the European consumer voice in standardisation, defending consumer interests in the processes of technical standardisation and conformity assessment, as well as related legislation and public policies.

ANEC was established in 1995 as an international non-profit association under Belgian law and is open to the representation of national consumer organisations in 34 countries.

ANEC is funded by the European Union and EFTA, with national consumer organisations contributing in kind. Its Secretariat is based in Brussels.



***Raising standards for consumers***

**European association for the coordination  
of consumer representation in standardisation aisbl**

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