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Association Standard

Specification for training services of ASEAN cross-border e-commerce live-streaming talents

面向东盟跨境电商直播人才培训服务规范

(English Translation)

Contents

Foreword

In case of any doubt about the contents of English translation, the Chinese original shall be considered authoritative.

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Specification for training services of ASEAN cross-border e-commerce live-streaming talents

1 Scope

This document defines the terms and definitions involved in the training of cross-border e-commerce live streaming talents for ASEAN, and specifies the basic requirements, information construction, training content, training forms, training hours, service requirements, information disclosure, complaint handling, service evaluation and improvement, and archive management requirements.

This document is applicable to the training talents for the ASEAN cross-border e-commerce live streaming training institutions.

2 Normative references

There are no normative reference documents available in this document.

3 Terms and definitions

The following terms and definitions apply to this document.

3.1
cross-border e-commerce
it is an international business activity for trading entities belonging to different customs territories to complete transactions, make payment and settlement through the Internet, and deliver goods through cross-border e-commerce logistics and remote warehousing
[Source: GB/T 38652—2020, 3.6, modified]

3.2
ASEAN cross-border e-commerce live-streaming
it is a type of e-commerce business activity model that sells goods or provides services through cross-border live streaming

4 Basic requirements

4.1 Training institutions

4.1.1 Training institutions obtain independent legal personality with relevant business scope, and be able to independently bear civil liability.
4.1.2 Training institutions comply with relevant national laws and regulations, vocational education policies, and employment policies.
4.1.3 Training institutions establish a comprehensive management system, including but not limited to: training service management system, student management system, student information protection system, learning progress tracking system, training instructor management system, administrative logistics service system, financial management system, emergency plan, etc..
4.1.4 Training institutions develop theoretical knowledge and practical tutorials, training, and examination work for cross-border e-commerce live streaming.
4.1.5 The charging items and contents shall be open, transparent, reasonable, and provide

formal charging invoices or receipts.

4.1.6 Training institutions establish a training project log, keep records of training activities, and organize and archive them.

4.2 Service personnel

4.2.1 Service personnel shall be familiar with relevant laws, regulations, and industry requirements.

4.2.2 Service personnel shall familiar with the management norms and training service requirements of this institution, and proficiently master the professional basic knowledge, operation norms, and training service skills and skills of the posts being engaged in.

4.2.3 Service personnel shall possess good organizational, management, communication, and coordination skills.

4.2.4 Service personnel shall provide services in accordance with the relevant content stipulated in the training agreement (contract), abide by promises and keep promises, and shall not deceive or mislead service recipients.

4.2.5 A team of full-time (part-time) personnel that are suitable for the training scale and content shall be organized , full-time training instructors and auxiliary personnel shall be provided , and one full-time training instructor and one auxiliary personnel shall be assigned for up to 50 trainees.

4.2.6 Full time training instructors shall have a college degree or above, possess certain cross-cultural knowledge, and have 1 to 3 years of work experience in live streaming operations, central control, or short video editing, or meet one of the following conditions:

—ability to develop theoretical and practical courses on cross-border e-commerce live streaming;

—teaching experience of no less than 16 class hours;

—business supervisor or above in the professional field of cross-border e-commerce;

—preferably a certain official language of ASEAN countries.

Note: The official languages of ASEAN countries include English, Malay, Thai, Vietnamese, Laotian, Burmese, Cambodian, Indonesian, Filipino, Mandarin, and Tamil.

4.2.7 The auxiliary personnel shall have the standard service awareness and good execution ability of the live broadcasting industry.

4.2.8 Service personnel shall wear name tags during working hours, dress appropriately and behave professionally during working hours.

4.3 Venue and equipment

4.3.1 The training venue and facilities shall be suitable for the training scale and content, and normal operation shall be ensured.

4.3.2 The training venue shall be clean and hygienic, and the facilities shall meet fire safety requirements.

4.3.3 Training facilities and equipment shall meet the requirements of teaching and training:

—theoretical and practical teaching facilities shall be provided;

—the theoretical teaching venue is equipped with teaching facilities such as tables, chairs, podiums, and blackboards, and equipped with multimedia teaching aids, such as teaching computers, interactive whiteboards or touch-screen devices, speakers, etc., to support teachers in teaching activities such as demonstrations, video playback, and audio explanations. The configuration of the teaching computer shall not be less than i5CPU/8G memory/500G hard disk/24 inch display; and stable and high-speed network connection shall be provided, with a network bandwidth not less than 10 Mbps;

—the practical teaching venue provides students with practical training computer equipment,

with a configuration of no less than i3CPU/4G memory/500G hard disk/24 inch display; and stable and high-speed network connection shall be provided and wired and wireless network coverage shall be provided as well, and the network should not be less than 100 Mbps.

4.3.4 At least one training classroom and one live broadcast room shall be set up in the training venue.

4.3.5 The area of the training venue shall meet the needs and teaching requirements of cross-border e-commerce live streaming training, and the average usage area per student shall not be less than 1.5 square meters.

4.3.6 The infrastructure equipment that a live broadcast room shall have includes:
—network conditions for implementing live streaming;
—work computer;
—work mobile phone;
—will light;
—interactive screen;
—beauty lamp;
—table;
—stool;
—background wall.

5 Information construction

The online training platform shall meet technical requirement and meet the following conditions.
—capability of video learning, online interaction, online assessment, online feedback, and online exams on both computer and mobile devices.
—provison of virtual simulation training teaching can be provided. New forms of "Internet plus" and "Intelligent plus" training can be used. According to the requirement of training content, a simulation scenario learning and testing model can be built to restore the actual combat environment. Through intelligent evaluation technology (voice recognition, image analysis, expression management and other technologies), students can be supported to carry out online independent learning and intelligent evaluation, which is not limited by time, space and number of people. Teaching results can be quantified, processes can be traced, and effects can be evaluated.
—real name authentication and online learning real name system supervision facilities.
—support for the training process to leave traces and automatically archive learning records and exam scores.
—provision of two learning methods, recorded and live, that meets the following requirements:
  • live streaming: students sign in before and sign out after class, learn in real-time online, and arrange evaluative interactive exercises during the learning process;
  • recording: students can choose their own class time and complete learning tasks within the specified time. The platform has functions such as recording student learning behavior.

6 Training contents

6.1 Basic knowledge

6.1.1 Relevant policies and laws and regulations

Relevant policies and laws and regulations include but are not limited to:
- —The Electronic Commerce Law of the People's Republic of China;
- —The Advertising Law of the People's Republic of China;
- —Trademark Law of the People's Republic of China;
- —Product Quality Law of the People's Republic of China;
- —The Law of the People's Republic of China on the Protection of Consumers' Rights and Interests;
- —Law of the People's Republic of China Against Unfair Competition;
- —Price Law of the People's Republic of China;
- —Provisions on the Administration of Internet Live Streaming Services;
- —Measures for the Supervision and Administration of Internet Transactions;
- —Methods for the Administration of Webcast Marketing (for Trial Implementation);
- —Provisions on Ecological Governance of Network Information Content;
- —Code for the Management of Online Short Video Platforms;
- —Basic Norms for the Operation and Services of Live Video Shopping;
- —Code of Conduct for Live Webcast Marketing;
- —Thailand Electronic Transactions Act;
- —Law on Electronic Transactions of Vietnam;
- —Myanmar Important Commodity Services Law;
- —Laos Electronic Transactions Law;
- —Singapore Electronic Transactions Act;
- —Malaysia Electronic Commerce Act;
- —Indonesian Government Regulation;
- —The Philippine Electronic Commerce Act.

6.1.2 Code of ethics and conduct

Code of ethics and conduct include but is not limited to:
- —professional code;
- —professionalism;
- —professional mindset;
- —language expression;
- —code of conduct;
- —grooming and appearances;
- —communication skills.

6.1.3 Theoretical knowledge

Theoretical knowledge include but is not limited to:
- —computer and mobile device basics and applications;
- —basic knowledge and fundamental methods of Internet marketing;
- —basic knowledge of ASEAN-oriented cross-border live streaming;
- —rules of ASEAN-oriented cross-border live streaming platform;
- —basic knowledge of e-commerce security;
- —interpretation of ASEAN-oriented cross-border live streaming industry contracts;
- —electronic payment and safe transaction for ASEAN cross-border live streaming;
- —ASEAN-oriented cross-border live streaming network and marketing;

—ASEAN-oriented cross-border live streaming and logistics;

—ASEAN-oriented cross-border live streaming supply chain management;

—ASEAN-oriented cross-border live e-commerce marketing program development;

—ASEAN-oriented cross-border live e-commerce case studies;

—construction and management of ASEAN-oriented cross-border live streaming team;

—ASEAN-oriented cross-border live streaming model application and innovation;

—ASEAN-oriented cross-cultural knowledge.

6.2 Practical skills

6.2.1 Streamer training includes but is not limited to:
   —basic literacy: dressing, camera presence, verbal expression, physical expression, emotional expression;
   —audience engagement: management of the atmosphere of live streaming, control of the rhythm of live streaming, provision of answers to the relevant commodity knowledge, including responding to customer inquiries, mastering the skills of answering product knowledge, explaining shipping methods and delivery times, addressing after-sales services, and introducing promotional activities;
   —acquisition of skills to introduce commodity knowledge: skills of in-depth introduction of commodity, use of scenario, and promotion of orders placing.
   —ability to write speech: speech ideas, speech specification, speech skills, live speech practice.

6.2.2 Operation training includes but is not limited to:
   —development of various types of live broadcast plans (live broadcasts, live events, etc.);
   —coordination of the overall content planning (theme planning, content play, process implementation, etc.) of the live broadcast;
   —live room commodity selection and live broadcast;
   —daily maintenance of the order of the live broadcast, the live broadcast and the work of other departments;
   —daily data analysis and review of live broadcasting, and the development of operational effect improvement programs.

6.2.3 Operation monitoring training includes but is not limited to:
   —assistance in preparation before the streamer starts live streaming;
   —assistance work for the streamer to perfect the video effect to maintain the fans;
   —assistance work for the streamer to enliven the atmosphere of the live room;
   —operation to deal with the daily adding fans, operation, account setting up, maintenance of fans and other related matters to assist the work.

6.2.4 The training of assistant streamer includes but is not limited to:
   —streamer live broadcast, explaining the assistance work of the goods;
   —after the streamer explains the goods, the customer orders the operation instructions and tips;
   —account operation, short video shooting, uploading and other assistance work;
   —contents specified in 6.1.4.1.

6.2.5 Customer service training includes but is not limited to:
   —pre- and post-sale reception of the platform account, user demand excavation, and answers to customers' questions about products;
   —intentional customers and customers who have not paid for the order and record summary of the problem, the guidance of the order transaction, facilitation skills;
   —the handling of after-sale returns, handle tickets, delivery issues, complaints, etc. on various platforms, and the maintenance of store dynamic scores.

6.2.6 Training on other logistic work includes but is not limited to:
- —store management skills in store operation, purchasing, product selection, product shelving, detail page optimization;
- —photo shooting, photo processing and beautification, video shooting, video post-production, short video editing, etc.;
- —logistics service management, logistics cost management, warehousing and inventory management, order management, etc.;
- —search engine optimization, e-commerce platform operation and promotion, etc..

7 Forms of training

7.1 Basic knowledge training

Offline, online or "offline + online" blended training method shall be adopted. Offline training shall be held in a fixed training place, centralized lectures for students shall be provided; online training in the form of recording or live streaming shall be provided to organize lectures for students.

7.2 Practical skills training

The use of offline training or online simulation classes and other forms of instruction. Offline training is appropriate in a fixed training place to organize students for centralized lectures, on-site observation and practical training, exercises, etc.; online training in the form of live broadcasting to organize students for lectures.

8 Training hours

The total number of hours is not less than 16 class hours, of which the theoretical instruction hours shall not be less than 8 class hours and the practical training hours shall not be less than 8 class hours.

9 Service requirements

9.1 Pre-training preparation

9.1.1 The training plan shall be formulated according to the training requirements, which include but are not limited to time, place, personnel, curriculum, qualification and number of instructors, facilities and equipment, and assessment requirements.

9.1.2 Training preparation shall be conducted according to the training plan, and the preparation includes but is not limited to:
- —setting the training courses: the course objectives are clear, reflecting the transfer of knowledge, skills and techniques and the cultivation of competence and professional ethics; the course content is practical, and the ratio of theoretical knowledge and skills operation of the course is scientific;
- —selecting training instructors: rational allocation of instructors, and determining a reasonable number of full-time and part-time instructors according to the nature of the training, the form of teaching and the characteristics of the content;
- —determining the training materials: the training materials are suitable for the characteristics and cognitive ability of the trainees, reflecting the characteristics of the course;
- —determining training venues: teaching venues, rehearsal sites, teaching equipment, training time, funding budget, as well as safety, health, epidemic prevention and other

aspects to meet the training needs.

9.2 Training implementation

9.2.1 Training and teaching activities shall be conducted in accordance with the arrangements of the training program.

9.2.2 It is appropriate to conduct streamer training in the languages of ASEAN countries.

9.2.3 The training schedule and training materials to the trainees shall be distributed.

9.2.4 An attendance system is established to count the attendance of trainees.

9.2.5 Teaching services shall be followed up, technical support problems shall be solved during training, and lessons according to the class schedule shall be offered.

9.2.6 Emergency plans shall be formulated and safety measures shall be taken.

9.3 Training assessment

Assessment shall be conducted through final examination or other forms of evaluation.

9.4 Certificate issuance

Qualified trainees should be issued with training certificates (e-certificate/paper certificate), which include but are not limited to organization information, training content, training hours, etc..

10 Information disclosure

The following information shall be disclosed to the society through the Internet and other platforms:
- —enrollment pathway, enrollment process, enrollment conditions and enrollment materials to be provided, etc.;
- —teacher staffing, main training courses, training contents, training forms, training duration, etc.;
- —agency working hours, supervision methods, complaint methods, etc.;
- —service matters, fee standards, refund methods, etc..

11 Complaint handling

11.1 Complaints handling mechanism shall be established to proactively deal with the complaints of trainees, clarify the responsibilities and handle them properly.

11.2 Complaint and report telephone, suggestion box, suggestion book and other forms of complaint channels shall be set up, and complaints shall be recorded and handled in a timely manner. The results of complaint handling shall be archived.

12 Service evaluation and improvement

12.1 A service evaluation mechanism shall be established to evaluate the training services by means of self-evaluation, evaluation by service recipients, evaluation by a third party or a combination of multi-party evaluation.

12.2 The evaluation shall include but not be limited to the following:
- —training course curriculum;
- —training instructors;
- —training organization;
- —training effect;
- —comprehensive satisfaction;

—other comments and suggestions, etc..

12.3 Evaluation information collected shall include, but not limited to, the following:
  —questionnaires;
  —customer complaints;
  —return records and effects;
  —survey results of training needs;
  —related reports from various media;
  —industry research reports, etc.

12.4 Improvement measures shall be formulated in a targeted manner according to the conclusions of the service evaluation and organized for implementation.

13 File management

13.1 A file management system shall be established.

13.2 The records formed in the training process shall be summarized, classified, organized and stored, and the records shall be true and complete, including but not limited to:
  —training program;
  —training instructor registration form;
  —trainee registration form and related supporting information (such as enrollment report signature, etc.);
  —assessment original materials and registration form (if any);
  —training satisfaction survey form;
  —complaint handling form (if any);
  —follow-up registration form (if any);
  —trainee's basic information, enrollment and registration, assessment and certification, etc..

13.3 The files should be managed electronically and backup management should be made, and the file information involving personal privacy shall not be disclosed.

13.4 The retention period of the files shall be in line with the relevant national regulations.

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