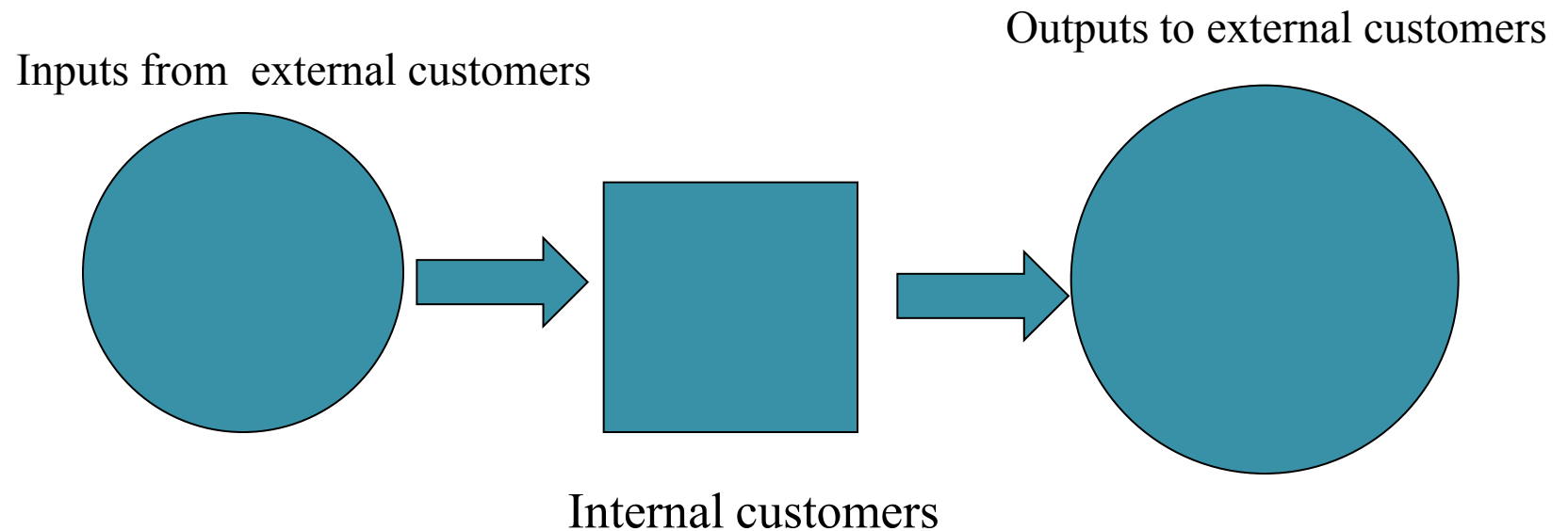


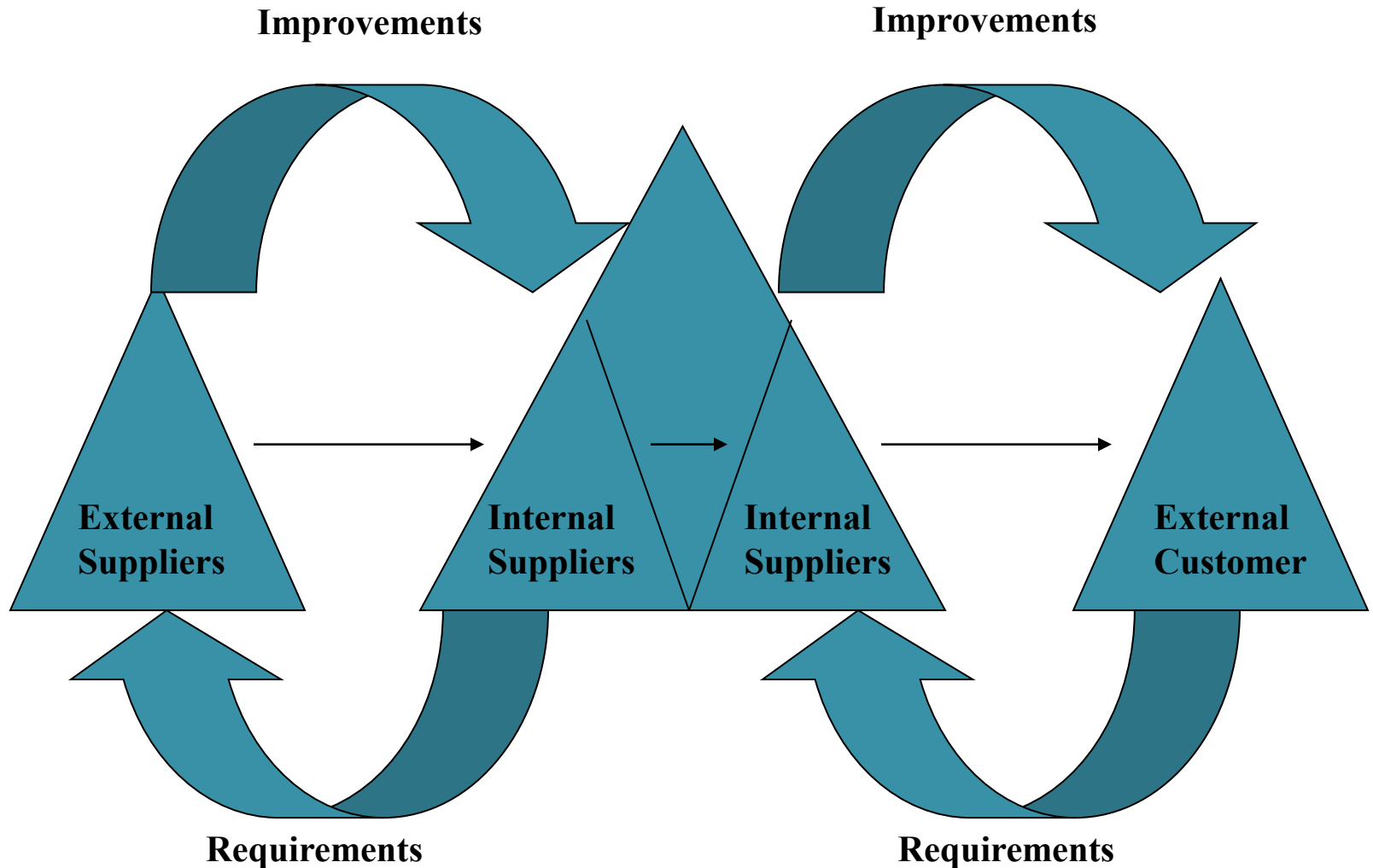
# Customer/supplier chain



# Internal customer/Supplier relationships

- **Questions asked by people to their internal customers**
  - **What do you need from me?**
  - **What do you do with my output?**
  - **Are there any gaps between what you need and what you get?**
- **Good team-work and inter-Departmental harmony is required. Also the leaders role in supervising the internal customer-supplier chain.**

# Internal\External Customers



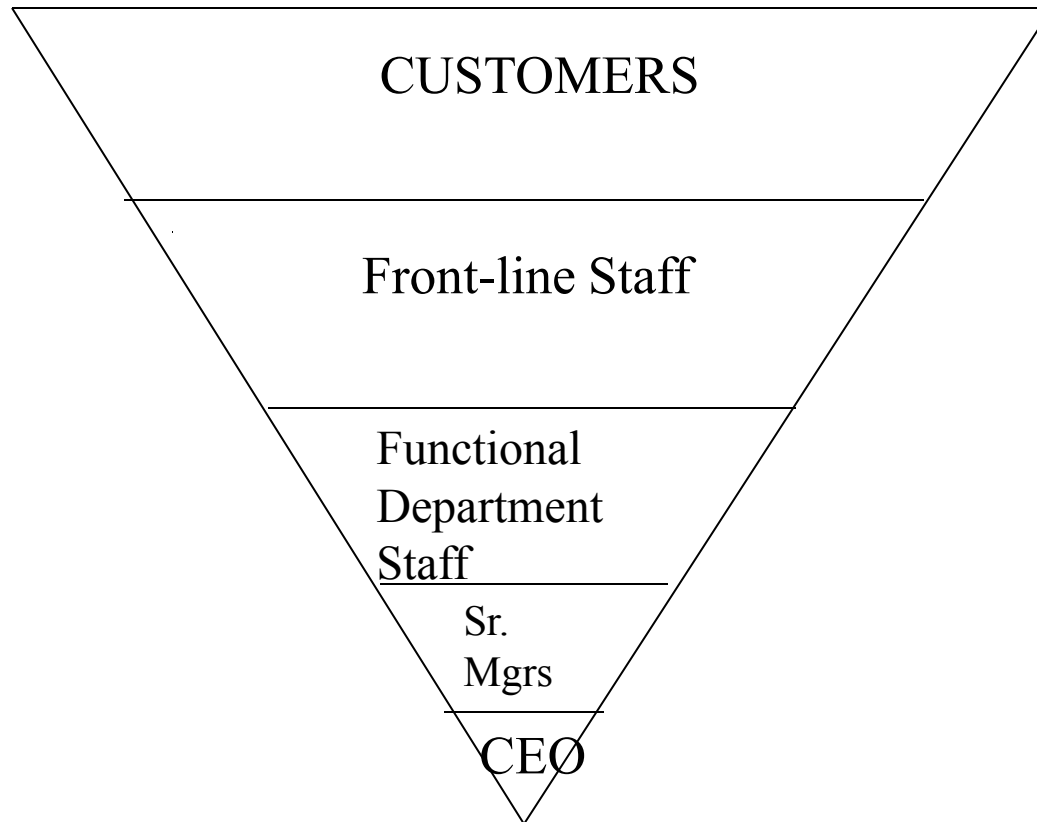
# Understanding and building the quality chains

- **Meeting the requirements**
  - the first item on the list of things to do is find out what requirements are.
  - If we are dealing with a customer/supplier relationship, the supplier must understand not only the needs of the customer but also the ability of his own organization to meet them.
  - Internal supplier/customer relationships are often the most difficult to manage in terms of establishing the requirements.

# Customer satisfaction

- **Customer is the Boss or 'King'**
- **Customer dictates the market trends and direction**
- **Customer not only has needs to be supplied( basic performance functions)**
- **Also he 'wants what he wants!'( additional features satisfy him and influence his purchase decision)**
- **Hence the Suppliers and Manufacturers have to closely follow at the heel of the customer.**

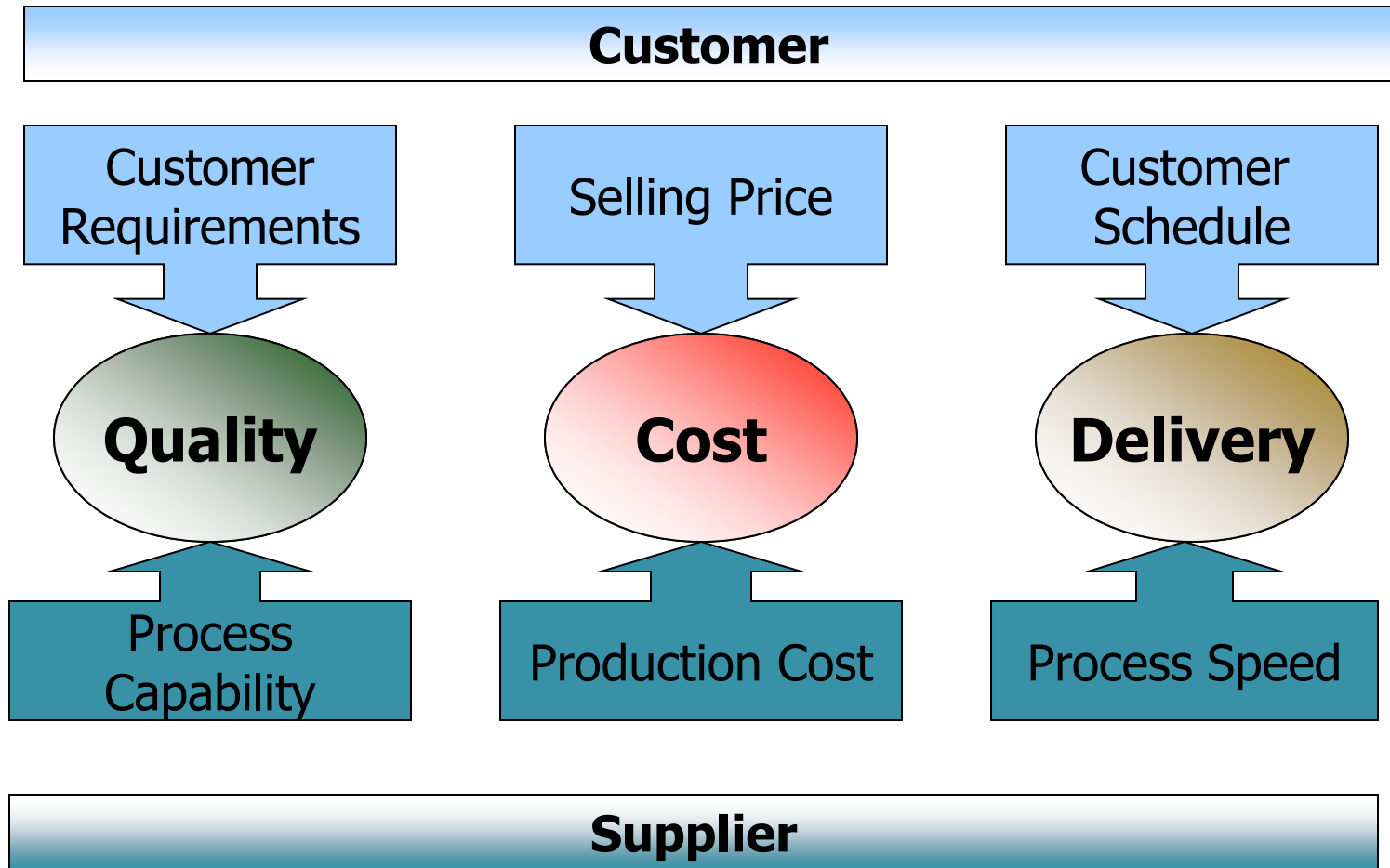
# Customer Satisfaction Organizational Diagram



# What is customer satisfaction?

- Is it due to Product quality?
- Is it due to pricing?
- Is it due to good customer service ?
- Is it due to company reputation?
- Is it something more?

# Integrated Quality





# Understanding and building the quality chains

- To understand how quality may be built into a product or service, at any stage, it is necessary to examine the three distinct, but interrelated aspects/parameters of quality:

1. Quality of Design
2. Quality of Conformance
3. Quality of Use

# Understanding and building the quality chains

**Quality of Design: Is the extent to which the design reflects a products or service that satisfies the customer need or expectations.**

- TV chair example
- Quality of design is a measure of how well the product or service is designed to achieve the agreed requirements.
- The most important feature of the design, with regard to achieving quality, is the specification.
- Specifications must also exist at the internal supplier/customer interfaces.
- There must be an agreement that the operating departments can achieve that requirement.

# Understanding and building the quality chains

- **Quality of conformance to design: Is the extent to which the product or service conforms to the design standard**
  - What the customer actually receives should conform to the design.
  - The conformance check makes sure that things go according to plan.
  - Organizations may use the simple matrix to assess how much time spent doing the right things right.

The way we do them

		Things we do	
		Right	Wrong
The way we do them	Right		X
	Wrong	X	?

# Understanding and building the quality chains

## **Quality of Use**

**Is the extent to which a product is easy to use, reliable and maintainable.**

# How Work Gets Done in an Organization?

- Inputs                      Delivered by suppliers
- ↓
- Processes                      Steps to transform inputs
- ↓
- Outputs                      Goods and Services valued by customers

Quality of outputs depends on the correct execution of FIRST two steps. A mistake anywhere in the process affects everyone in one way to another.

# Managing processes

- **Have we done the job correctly?**
  - This is not quality control, it is detection.
  - This process –detection- happens at the end of the processes.
- **Are we capable of doing the job correctly?**
  - We should realize that an answer will only be obtained by means of satisfactory methods, materials, equipment, skills and instruction, and a satisfactory ‘process’.

# Managing processes

- **What is a process?**
  - A process is the transformation of a set of inputs, which can include actions, methods and operations, into outputs that satisfy customer needs and expectations, in the form of products, information, services or –generally- results.
  - To produce an output meets the requirements, it is necessary to define, monitor and control the inputs to the process.
  - Every single task throughout an organization must be viewed as a process.

# Managing processes

