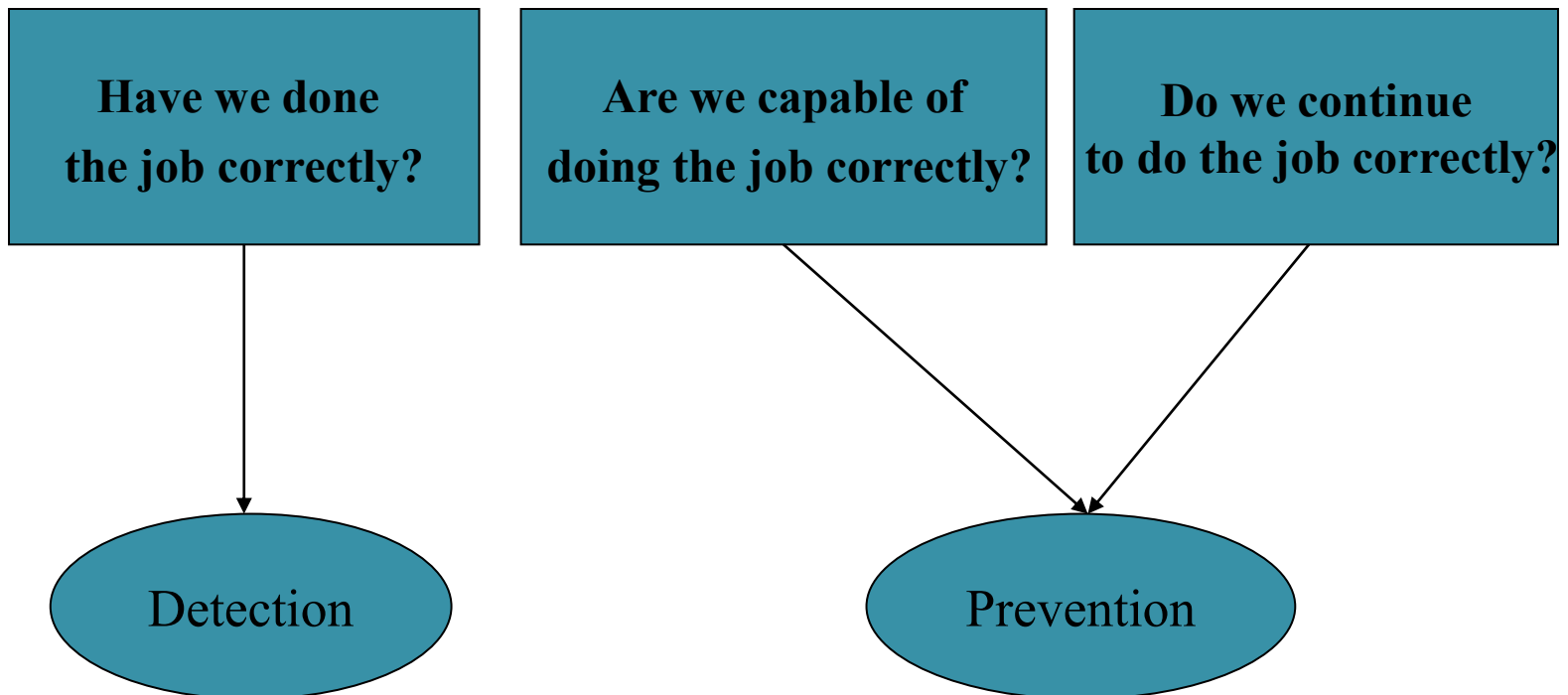


# Managing processes

- If our process is capable of meeting the requirements, “**Do we continue to do the job correctly?**”, this needs to monitor and control the process.



# Managing processes

- **Quality control**

- The activities and techniques employed to achieve and maintain the quality of a product, process, or service.
- A set of activities designed to evaluate a developed work product.
- It is concerned with finding and eliminating causes of quality problem.
  - Finding defects in specific deliverables.
  - It is product – oriented.
  - Focuses on employed activities and techniques.
  - Examples (testing, monitoring, ....)

# Managing processes

- **Quality assurance**
  - The prevention of quality problems through planned and systematic activities (including documentation).
  - A set of activities designed to ensure that the development and/or maintenance process is adequate to ensure a system will meet its objectives.
    - Ensure that the process is defined and appropriate.
    - Process-oriented.
    - Aims at preventing quality problems.
    - Examples (development of methodology & standards, establishment of QMS, .....

# Quality starts with 'Marketing'

- Marketing is responsible for determining the key characteristics that determine the suitability of the product or service in the eyes of the customer.
- Excellent communication between customers and suppliers is the key to total quality.
- Requirements must be communicated properly throughout the organization in the form of specifications which can be used as the basis for the design .

# Quality starts with 'Marketing'

- **The information requirements include:**
  1. Characteristics of performance & reliability
  2. Aesthetic characteristics
  3. Any obligatory regulations or standards governing the nature of the product or service
- **Marketing must also establish systems for feedback of customer information and reaction, and these systems should be designed on a continuous monitoring.**

# Quality starts with 'Marketing'

- **In reviewing of market readiness of a new product or service. Items that require some attention include assessment of:**
  1. The suitability of the distribution & customer-service system
  2. training of personnel in the field
  3. Availability of spare parts or staff support
  4. Evidence that the organization is capable of meeting customer requirements

# User purchase perceptions- from survey

- **Performance**
- **Features**
- **Service**
- **Warranty**
- **Price**
- **Reputation**  
( refer pgs.72 and 73, Besterfield)

# Customer satisfaction/dissatisfaction feedback

- **Customer feedback has to be continuously sought and monitored - not one-time only! ( Pro-active! Complaints are a reactive method of finding out there is a problem)**
- **Customer feedback can be relayed to Mfgr.**
- **Performance comparison with competitors can be known**
- **Customers needs can be identified**
- **Relative priorities of quality can be obtained from the horses' mouth!**
- **Areas for improvement can be noted.**



# Customer feedback methods

- Comment cards enclosed with warranty card when product is purchased.
- Customer survey and questionnaire
- Customer visits
- Customer focus groups
- Quarterly reports
- Toll-free phones
- e-mail, Internet news groups, discussion forums
- Employee feedback
- Mass customization.

# Customers- Handle with care!

- Employers don't pay wages but it is the **customer who pays the wages!**
- So take **good care** of your customers.
- Customer-care centers not just profit-centers!
- The entire organization must in effect revolve around the customer – whether the customer is being well served and if he is really pleased, contented and satisfied with the service you have to offer.

# Quality in all functions

- **For an organization to be truly effective, each part of it must work properly together.**
- **Errors have a way of multiplying.**
- **Business employs so many different specialist skills that everyone has to rely on the activities of others in doing their jobs.**
- **The commitment of all members of an organization is a requirement of ‘company-wide quality improvement’.**

# Effects of poor Quality

1. Low customer satisfaction
2. Low productivity, sales & profit
3. Low morale of workforce
4. More re-work, material & labor costs
5. High inspection costs
6. Delay in shipping
7. High repair costs
8. Higher inventory costs
9. Greater waste of material

# Benefits of Quality

- 1. Higher customer satisfaction**
- 2. Reliable products/services**
- 3. Better efficiency of operations**
- 4. More productivity & profit**
- 5. Better morale of work force**
- 6. Less wastage costs**
- 7. Less Inspection costs**
- 8. Improved process**
- 9. More market share**
- 10. Spread of happiness & prosperity**
- 11. Better quality of life for all.**