

SCRIPT – PRODUCT QUALITY AND SAFETY

Cover Page – Slide 1

I welcome you all to this exciting session on Product Quality and Safety.

Learning Outcomes – Slide 2

At the end of this session, it is my belief that we would have achieved the following Learning Outcomes:

- Explain the concept Product Quality and Safety.
- State the considerations that determine Product Quality and Safety.
- Discuss how to manage Product Quality and Safety, and,
- List methodologies for improving Product Quality.

What is Product Quality? – Slide 3

Products' quality is determined by how well they meet customers' requirements, perform their functions properly, and adhere to industry standards. Several important factors are considered by businesses when evaluating product quality, such as whether a product solves a problem, performs well and is appropriate for the purposes of the customer.

Companies can also benefit from a variety of product quality perspectives that demonstrate how different groups perceive the usefulness of a product. Customer perspectives, manufacturing perspectives, product- and value-based perspectives, and transcendental perspectives, which take into account a product's value in relation to its cost, should all be taken into account when developing a product strategy. When evaluating product quality, it is also important to consider the following aspects:

- Performance and intended function
- Reliability of the product within a specific time frame
- Conformity to product specifications
- Product durability and lifespan
- Product serviceability
- Physical features of the product
- Customers' perception of the product

Considerations that determine Product Quality and Safety – Slide 4

Product quality describes a product's capability to meet user standards. Here are some questions to consider when evaluating a product's quality:

1. **Does it solve a problem?** No product would exist if it weren't solving or improving something. The extent to which it fixes the intended problem helps to determine its quality.
2. **Is it easy to use?** A high-quality product shouldn't be complicated to use. Customers shouldn't have to spend too much time trying to figure out how to assemble or work it.
3. **Is it polished?** Colors, dimensions, fonts (if applicable) and other elements of design should be in alignment. The product shouldn't appear cheap in any way.
4. **Is it efficient?** The product should not only get the job done but do so efficiently. In other words, it should deliver quickly and require minimal effort from the consumer.
5. **Is it tailored to your customers?** The product should be tailored specifically to users' needs, showing that you understand your customers and are willing to accept any recommendations they voice.

Why Quality is important for a Business? – Slide 5

When there are so many choices available to customers, you might wonder if quality is still important. The answer is an unequivocal "yes," and quality isn't just about providing a product or service that exceeds the industry standard; it's also about building a reputation for consistently providing a customer experience that is "above and beyond." For small businesses, maintaining high quality standards is critical.

Quality products contribute to the preservation of customer satisfaction and loyalty, as well as the reduction of the risk and cost associated with the replacement of faulty merchandise. Accreditation with a recognized quality standard can help businesses establish a reputation for excellence.

1. Meet Customer Expectations

In any industry, your customers are not going to choose you solely on the basis of price, but are more likely to choose you based on quality rather than price. In fact, studies have shown that customers are willing to pay more for a product or service that they believe is well-made or that goes above and beyond the norm. Your customers have come to expect you to provide high-quality products.

2. Quality is Critical to Satisfied Customers

If you fail to meet your customers' expectations, they will look elsewhere for their next purchase. To satisfy your customers and retain their loyalty so that they continue to purchase from you in the future, high-quality products and services are essential. Revenue and profitability on a long-term basis are significantly influenced by the quality of the products sold. You can also charge and maintain higher prices as a result of them.

When competing in such a crowded market, quality is essential. It is for this reason that Apple can charge a higher price for its iPhone than any other mobile phone on the market – the company has a long history of delivering superior products.

3. Establish Your Reputation

Customer satisfaction is directly related to the reputation of your company. Because of the growing importance of social media, customers and prospects can easily share both positive and negative opinions about your product's quality on forums, product review sites, and social networking sites such as Facebook and Twitter, as well as on blogs and other websites.

In highly competitive markets, having a solid reputation for quality can be a significant differentiator. Poor quality or product failure that results in a product recall campaign can result in negative publicity and reputational damage for you and your company.

Customer testimonials on social media platforms are much more likely to occur if your company consistently delivers on its promises to its clients. This not only helps to increase your brand awareness, but it also has the beneficial effect of creating the "Fear of Missing Out," which is highly sought after by customers and businesses alike. The strong reputation of your company will encourage social media users to become a part of the product or service you're offering, which will help you increase your revenue.

4. Meet or Exceed Industry Standards

It may be necessary to adhere to a recognized quality standard in order to do business with certain customers or to comply with applicable legislation. For example, public-sector organizations may require that their suppliers be accredited with quality standards before doing business with them. If you sell products in regulated markets, such as the health care, food, or electrical goods industries, you must be able to demonstrate that you can comply with health and safety regulations designed to protect the public.

When it comes to meeting those standards, accredited quality control systems are critical to the process. Accreditation can also assist you in gaining new customers or expanding your market reach by providing prospects with independent confirmation of your company's ability to provide high-quality products and services.

5. Manage Costs Effectively

Costs rise as a result of poor quality. Without an effective quality-control system in place, you may be forced to incur the costs of analyzing nonconforming goods or services to determine the root causes as well as the costs of retesting products after they have been repaired or reworked.

If you have defective products, you may be required to scrap them and pay additional production costs to replace them in some cases. If you ship defective products to customers, you will be responsible for the cost of returns and replacements, as well as the possibility of legal liability for failing to meet customer or industry standards.

How to Manage Product Quality and Safety – Slide 6

There are lots of factors involved in deciding the product quality. These factors are responsible for how the quality of a product is decided. They are as follows:

1. Check for Conformance

Following the design and execution of a product, the manufacturer of that product will ensure that the product meets all of the requirements. The product will be examined under a variety of conditions to ensure that it has exact dimensions and is long-lasting.

They will also test the product under various conditions of use to ensure that the product's intended use meets the needs of the intended users. The design and outcome of a product are taken seriously because they are the first and most important factors in producing high-quality products.

2. Check if the product is fit for the purpose

All of the products that are manufactured by a company are primarily intended to solve an environmental problem that the general public is confronted with on a daily basis.

As a result, the product's quality is taken into account when determining whether or not the product is appropriate for the intended use. If there is no demand for that product anywhere in the world, then the product is a complete waste of time and money, and neither the product nor the company will have a future.

3. Listen to the feedbacks

Customer satisfaction is the most important factor in determining a product's success. As a result, a company's ability to satisfy a large number of customers with a single product is becoming increasingly difficult. Customers' feedback is required by the company in order to improve their product and ensure that they are completely satisfied with it.

It is one of the most important factors in determining the overall quality of the product. The negative feedback received from customers can assist the company in improving its product and reloading it with the missing features that have been requested by the customer in the first place. The company and the product will evolve as a result of this process in order to meet the changing needs of new generations of consumers.

4. Check the Reliability of the product.

Whenever a customer is unable to rely on a product for whatever reason, the product's quality is considered low. That is why customer feedback and conformance help the company better understand the needs of its customers, allowing the company to develop a more reliable product that the customers can rely on at all times.

A difficult factor for any company to overcome is the establishment of an authentic product. Take, for example, the iPad Pro-2019, which had a number of features that were lacking, but after receiving customer feedback, the company developed a new operating system specifically for the iPad that met the needs and requirements of every customer.

5. Analyse Safety and Security of the Product

A safe and secure product is critical in the development process. An unsafe or insecure product can have a negative impact on the entire company's repeatability. In order for the customer to trust a product that has been developed by a company, it must be equipped with all necessary safety and security precautions and features.

Throughout the conformance session, from the beginning of the raw material selection process to the end of the finished product, these are checked continuously. It doesn't matter if one thing goes wrong; the entire company's reputation will be ruined. Let's take the case of the Samsung Note 9, which was blasted while in use, resulting in a decrease in the company's repeat business.

6. Analysing the Efficiency of the product

It is the first and most important factor to consider when purchasing a product or service. An item's effectiveness is the primary determinant of the item's overall quality. If a product is inefficient, customers will not be able to rely on it on a consistent basis.

That has the potential to harm the product's repeatability and to bring the company's stock price down over time. Thus, the first and most important consideration is to develop a product that is as efficient as possible. Regardless of their industry, all businesses strive to produce products that are as efficient as possible.

7. Ensuring better user experience with the product

An important consideration is the user experience provided by a given product. A product that fails to succeed because of its complicated interface is likely to fail because of the difficulties that consumers have in using the product in question. In order to create a user-friendly interface for their products, businesses must constantly overcome obstacles.

Creating interfaces, on the other hand, presents a number of difficulties, such as developing a unique and creative interface for their product that distinguishes it from the products of their competitors.

These are the elements that influence the overall product quality of a product.... To ensure that their products are of high product quality, all businesses adhere to these guidelines. However, depending on the product, the explanation and application of these factors may vary.

How to Maintain Product Quality during Production – Slide 7

Creating a product within a safe and secure circumstance is essential. Maintaining product quality throughout production is a crucial factor.

Considering this factor, the companies have differentiated the maintaining process of product quality into three sections. They are-

- Before production.
- During production.
- After production.

1) Before production.

Before the production process, companies will try to find the problems that are faced by people daily. After seeing the problem, the companies will define the problem and give a name to it.

By naming it, the companies will gather information about the identified problem and categorize it based on the preference. The company will try to find a solution during this phase.

2) During production.

In this section, the company will design and ideate the answer to the problem that they found previously. They will make a prototype and test it for its compatibility and durability.

If the prototype becomes a success, they will proceed that to the production, and they will plan all the administration and financial report to that product. They will manufacture the complete product in this section.

3) After production.

After production, the company will check the product under different possible situations and circumference to test its durability and particle applications.

If the quality of the product clears the entire test and comes within the limits the company fixed, then the product will proceed for the launch.

Methodologies for improving Product Quality – Slide 8

It is possible to create and manufacture successful products that perform well on the market with the help of a good product quality strategy. To achieve long-term efficiency, organizations can employ one or more approaches, which can help them improve the quality of their products in the process. In order to improve the overall quality of your products, you can implement the following strategies:

1. Six Sigma methodology

Applied to project processes within organizations, Six Sigma is a methodology that production teams use to develop and maintain efficient project processes. Even though the methodology is most commonly associated with the design and development of software, businesses can also use it to improve the design of physical products. Design, measurement, analysis, improvement, and control are all covered by Six Sigma during the product development process, and it provides product development leaders with an effective structure to follow that reduces product defects and improves product quality.

2. Total quality management methodology

In total quality management, all employees within an organization are given the authority to uphold high standards of performance. Among the fundamental principles of total quality management are the following:

- Customer focus.
- Leadership.
- Employee involvement.
- Process approach.
- Strategic management approach.
- Continual improvement.
- Factual approach to making decisions.
- Mutually beneficial communications with suppliers.

This method also focuses on customer satisfaction, which has a major role in determining the quality of a product. This approach offers many potential benefits to companies, including increases in profits and productivity, reduction or elimination of product defects and reductions in cost.

3. Theory of constraints methodology

When it comes to product quality assurance, the theory of constraints is a methodology that emphasizes the importance of resolving production-related issues. This methodology enables production teams to resolve issues that arise during the manufacturing process, thereby increasing the efficiency of operations.

The emphasis of this theory is on constraints, which are components of a system that can prevent a product's full potential from being realized.... Physical or tangible flaws, policy constraints, paradigm constraints, and market constraints are some of the most significant constraints to overcome. In order to reduce the number of defective products, the primary goal of this method is to overcome constraints and improve manufacturing processes.

4. Lean Method of Manufacturing.

Manufacturing that follows the principles of Lean emphasizes increasing profits by eliminating all forms of waste in all areas of the organization. Essentially, the idea is that by eliminating wasteful resources, businesses can focus on developing better products that better meet their customers' needs. The five steps of the lean thinking process are as follows: specification, identification, flow, pull, and perfection of the product (in that order).

Leaders who employ the lean manufacturing method to improve product quality begin by focusing on the perception of value held by their customers. The information is then used to document every step of the manufacturing process, allowing them to determine where the company is performing well and where it can improve its performance. The advantages of using this approach include fewer defects, faster development, and higher profits, among other things.

Conclusion – Slide 9

Hey, so in the past few minutes, we have been able to look at:

- What is Product Quality.
- Considerations that determine Product Quality and Safety.
- Why Quality is important for a Business.
- How to Manage Product Quality and Safety.
- How to Maintain Product Quality during Production, and,
- Methodologies for improving Product Quality.

We must note that, paying attention to the product quality is one of the most significant factors behind trust-building, credibility, and sustainable existence for any business.

In conclusion, I would like to conclude this session with the words of **Jeffrey Gitomer, who stated that “Your customers are judging every aspect of every transaction and rating everything, from friendliness of people to ease of doing business to quality of product to service after the sale.”**

Thank you and I will see you again in the next session. Stay Safe. Bye

