



# **TOTAL QUALITY MANAGEMENT**

## **CUSTOMER SATISFACTION**

**Presented  
TO:**

**BY:MAYA**

# TOTAL QUALITY MANAGEMENT



- TQM is a business management strategy aimed at embedding awareness of **Quality** in all organizational processes.
- Attainment of Total Quality Through Everyone's Commitment on a Daily Basis

# Definition

**When used together as a phrase, the three words in this expression have the following meanings:**



**Total**

Involving the entire organization, supply chain, and/or product life cycle



**Quality**

With its usual definitions, with all its complexities



**Management**

The system of managing with steps like Plan, Organize, Control, Lead, Staff, provisioning and organizing

# Directive of Total Quality Management and its Culture? The Prime

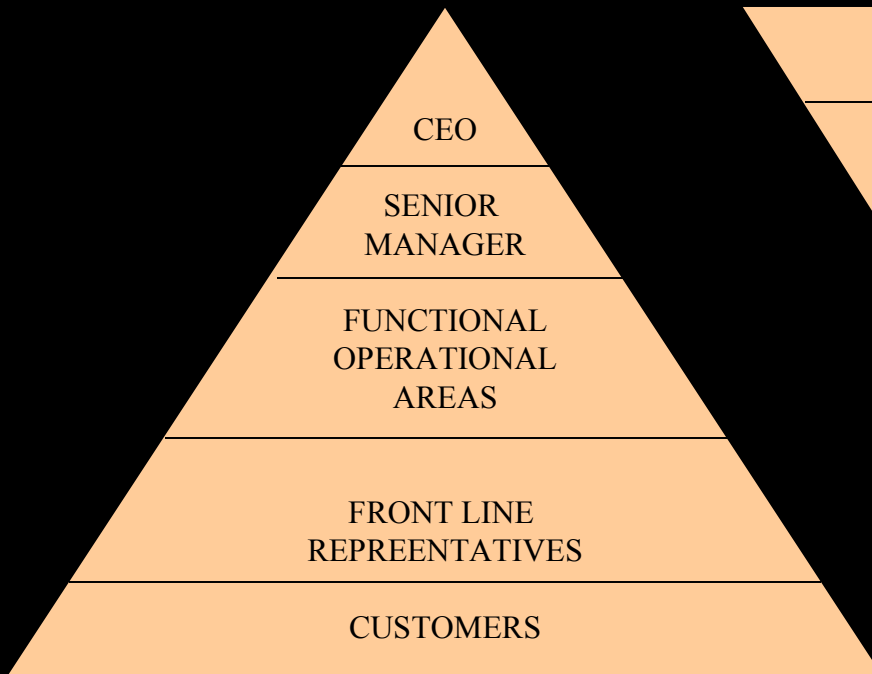
The TQM philosophy  
derives from one  
foundational idea:

*everything must be geared  
towards customer  
satisfaction, the engine  
which drives the company  
and on which its future  
survival depends.*

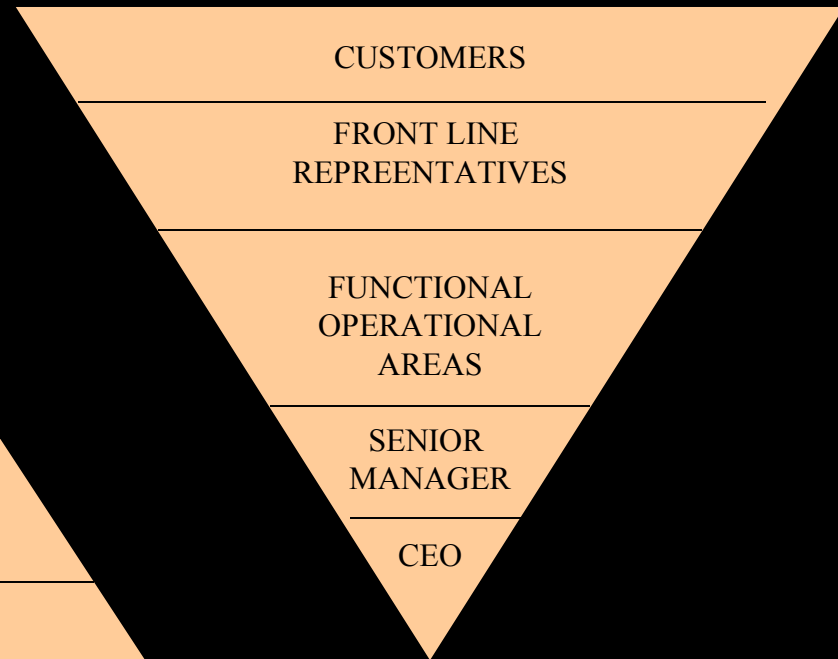


# ORGANIZATIONAL HIERARCHIAL DIAGRAMS

## Earlier approach

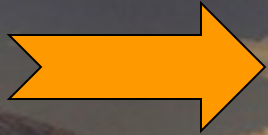


## TQM approach





# ***TQM Excellence Principles***

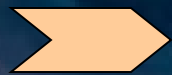


- ⊠ Customer Focus
- ⊠ Leadership & Constancy of Purpose
- ⊠ Employee involvement
- ⊠ Results Orientation
- ⊠ Performance Measures.
- ⊠ Management by Processes & Facts
- ⊠ Continuous Learning, Innovation & Improvement
- ⊠ Supplier Partnership Development

# CUSTOMER?



External Customer



Internal Customer

**Pleasing “internal” customers is fundamental to satisfying the final “external” customer.**

# Quality?

Continuous Satisfaction of Customer Requirements.

- **ISO 9000:**

"Degree to which a set of inherent characteristics fulfills requirements." The standard defines requirement as need or expectation.

- **Six Sigma:**

"Number of defects per million opportunities."





# CUSTOMER SATISFACTION

Satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed.

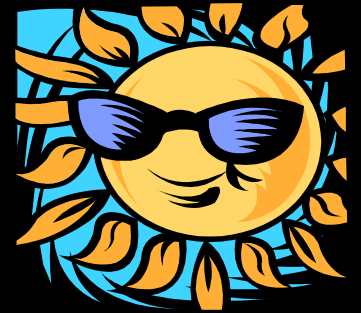
The Research gives **ten domains of satisfaction** include:

- Quality,
- Value,
- Timeliness,
- Efficiency,
- Ease of Access,
- Environment,
- Inter-departmental Teamwork,
- Front line Service Behaviors,
- Commitment to the Customer & Innovation.



# CUSTOMER SATISFACTION

- The Most important Asset of any Organization is its Customers.
- Satisfied Customers 😊 ---the Lifeblood of any Organization .



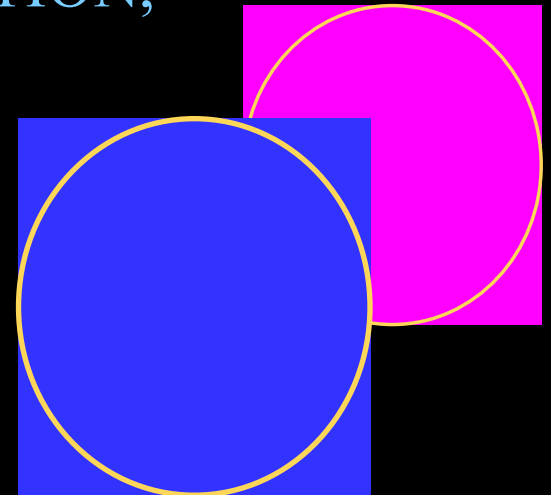
The **Customer** is the **Ultimate Judge** of Value  
Quality.



**TQM** is driven by long-term growth goals  
and flexibility, focusing on  
“**bringing the customer in**”.

# CONTINUOUS IMPROVEMENT

- Improve **each and everyday**,  
Do not focus on problem, focus on  
improvements.
- IF YOU'RE NOT PART OF THE SOLUTION,  
YOU'RE PART OF THE PROBLEM.



# CONTINUOUS IMPROVEMENT

Products must go through continuous improvement

- **Customers** are not interested in excuses, they're interested in **results**.
- **We must Be proactive** - because if we don't, someone else will..
- **Ishikawa Says:**  
*"The organization which does not make a change in the 06 months is a dead organizations".*



## TOTAL CUSTOMER SATISFACTION



TQM and having satisfied long-term supplier relations, will end in attaining the common goal of organization and suppliers---to satisfy end user.

There is a deliberate need of continuous improvement and innovation to have updated Quality products ---to have retained, loyal customers till the end. 😊



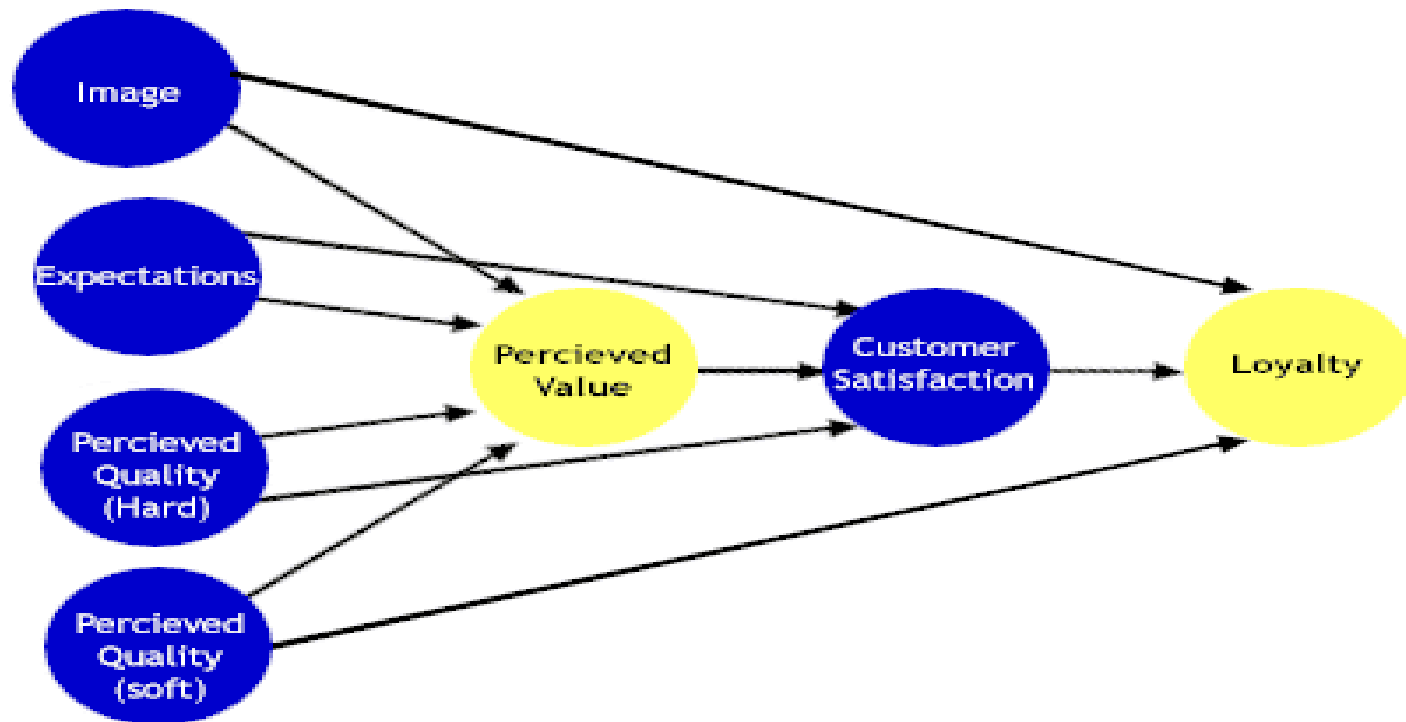
# WHAT THE CUSTOMER SEEKS IN ANY PRODUCT??

An American society of quality (ASQ)  
Survey on the end user perceptions of  
important factors that influence  
purchases, are as following:

- 
- **Performance**
  - **Features**
  - **Services**
  - **Warranty**
  - **Price**
  - **Reputation**

# CUSTOMER SATISFACTION MODEL

Customer Satisfaction Model



# KANO MODEL



- The Kano model is a framework for considering, measuring and implementing activities to not only provide customer satisfaction, but bring delight
- The Kano Model of Customer (Consumer) Satisfaction classifies product attributes based on how they are perceived by customers and their effect on customer satisfaction..

# KANO\_MODEL

- **EXCITERS: (DELIGHTERS)**

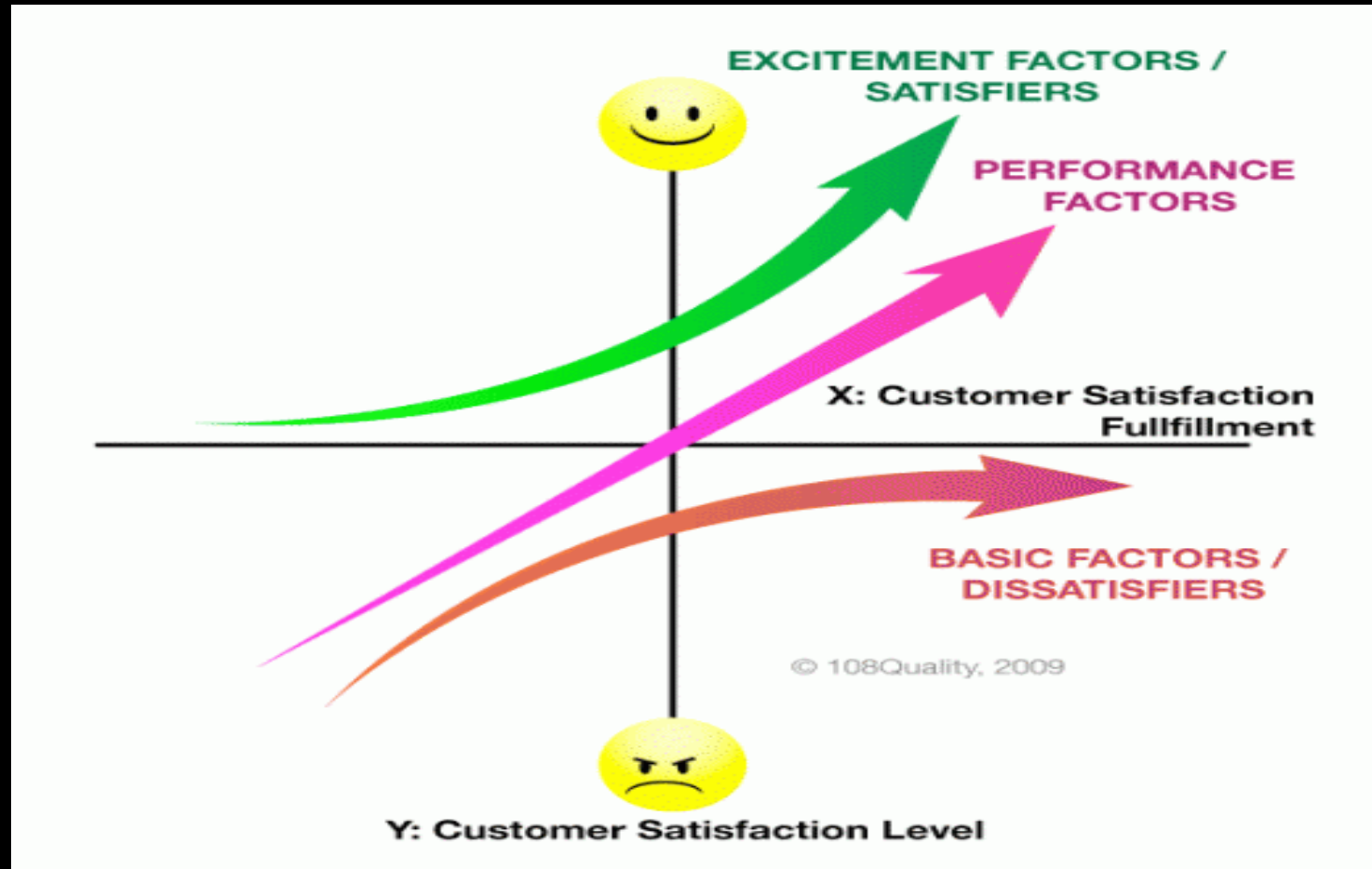
If the requirement is absent it does not cause dissatisfaction, but it will delight clients if present – like the “camera option”.

- **MORE IS BETTER:**

(FULFILLEMENT OF NORMAL REQUIREMENTS)

The more requirements are met the more one is satisfied. 😊

# KANO MODEL



# CUSTOMER FEEDBACK

**Customer Feedback is essential for the organization nowadays to beat the sharp competition and to retain their customers.**

**It enables us to know:**

- About their **satisfaction level**
- Priorities of qualities
- **Performance** and competition
- Opportunities for **improvement**.





# METHODS OF FEEDBACK



**HAVING COMMENT CARDS AND A BOX TO PUT THEM IN.**



**COMMENT CARDS ENCLOSED WITH EACH ORDER.**



**CUSTOMER QUESTIONNAIRE..**



**FOCUS GROUP**

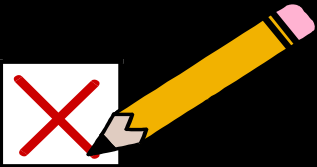


**REPORT CARD**



**HIRING A TELEMARKETING FIRM TO CALL CUSTOMERS FOR FEEDBACK**





- ❖ PUBLISIZING ( toll-free number) . **111-123-123**
- ❖ ASKING CUSTOMERS TO STAY ON PHONE AND COMPLETE A SHORT SURVEY AFTER THEY FINISH PLACING AN ORDER
- ❖ WEB BASED SURVEYS VIA E-MAILS TO CUSTOMERS WITHIN A SHORT PERIOD OF TIME AFTER THEIR PURCHASE
- ❖ USE GOOGLE ALERTS TO TRACK MENTIONS OF UR BUSINESS ON THE INTERNET AND IN THE BLOGOSPHERE.

- ❖ MANAGERS AND OWNER CONTACT CUSTOMERS TO GET DIRECT REPORT
- ❖ CUSTOMER VISITS(MEETING THEM AT LUNCH
- ❖ EMPLOYEE'S FEEDBACK
- ❖ PUTTING WEBSITE URL ON CUSTOMER RECEIPTS AND ASKING CUSTOMERS TO GO THERE TO DELIVER FEEDBACK FOR WINNING PRIZES.



# MASS CUSTOMIZATION

\*\*\* TO GIVE CUSTOMER EXACTLY WHAT CUSTOMER WANTS \*\*\*

TYPES:

➤ **Modular design:**

Is a form of standardization in which component parts are subdivided into modules that are easily replaced or interchanged

➤ **Delayed differentiation:**

Producing but not quite completing a product or service until customer preferences or specifications are known as delayed.

(Such as subway sandwiches)



# CUSTOMER COMPLAINTS

- **THE FEEDBACK OBTAINED IN ALL ABOVE CASES IS PROACTIVE**
- **CUSTOMER COMPLAINT IS REACTIVE BUT VERY USEFUL.**
- **BY TAKING THE POSITIVE APPROACH TO THE COMPLAINTS IT IS POSSIBLE TO IMPROVE THE PRODUCTS/SERVICES**
- **IN FACT COMPLAINTS GIVE THE ORGANIZATION A SECOND CHANCE TO WIN!!**



# CUSTOMER SERVICES AND ELEMENTS



- Set of Activities an Org uses to win and retain their customer's satisfaction.

To provide **excellent customer services** these Elements should be considered

- *Organization*
- *Customer care*
- *Communication*
- *Frontline people*
- *Leadership*



# GOOD CUSTOMER SERVICES & RETENTION OF CUSTOMERS

Good Customer Service is all about bringing customers back.  
And about sending them away happy...

---HAPPY enough to pass Positive Feedback about your business along to others,  
who may then try the product or service you offer for themselves and in their turn become Repeat Customers/  
(loyal customers).



THANK  
YOU!!

