

What Is This Module About?

This module is about the importance of the quality of a product or a service. What bearing does quality have on a business and how does it help ensure the success of a company?

This module is made up of three lessons:

Lesson 1—*Where Did I Go Wrong?*

Lesson 2—*Where There's Ability, There's Quality*

Lesson 3—*Quality: In Mind, in Word and in Deed*



What Will You Learn From This Module?

After studying this module, you should be able to:

- ◆ state the reasons for the collapse of a company;
- ◆ explain who one's customers are;
- ◆ state the needs of customers;
- ◆ identify the characteristics of high-quality products or services;
- ◆ explain how one can render high-quality service;
- ◆ list the steps in making/providing high-quality products or services; and
- ◆ state the importance of offering high-quality products or services.



Let's See What You Already Know

Before you start studying this module, take this simple test first to find out how much you already know about the topics to be discussed.

A. Complete the sentences below by encircling the letters of the correct answers.

1. A product is of high quality when it is _____.
 - a. beautiful
 - b. cheap
 - c. durable
 - d. expensive

2. In every business, the customer is always _____.
 - a. right
 - b. satisfied with the service he/she pays for
 - c. borrowing something
 - d. carrying money with him/her
3. A product is sure to be a market success when it _____.
 - a. has good features
 - b. is expensive
 - c. is of high quality
 - d. has a name
4. A defect in a product can cause _____.
 - a. loss of confidence in it
 - b. an increase in its price
 - c. a decrease in the salaries of the workers who made it
 - d. resentment on the part of the customer
5. Usually, a business that renders satisfactory service _____.
 - a. charges more
 - b. goes bankrupt
 - c. loses customers
 - d. is sought by more customers

B. Find out how much you value the quality of your work (product or service). The sentences that follow are designed for this purpose. Encircle the number that corresponds to your answer. There are no right or wrong answers to this activity.

	Yes	Occasionally	No
1. I know what I'm doing about the quality of my work.	5	3	2
2. I know who my customers are and what their needs are.	5	3	2

	Yes	Occasionally	No
3. I'm not satisfied with only one way of doing things. I always seek other ways to do things faster and better.	5	3	2
4. I make use of new production technologies.	5	3	2
5. I give attention to the small details of my work	5	3	2

Well, how was it? Do you think you fared well? Compare your answers with those found in the *Answer Key* on page 38 to find out.

If all your answers are correct, very good! This shows that you already know much about the topics in this module. You may still study the module to review what you already know. Who knows, you might learn a few more new things as well.

If you got a low score, don't feel bad. This only means that this module is for you. It will help you understand some important concepts that you can apply in your daily life. If you study this module carefully, you will learn the answers to all the items in the test and a lot more! Are you ready?

You may go now to the next page to begin Lesson 1.

Where Did I Go Wrong?



Let's Read

Read first the following account of a tragedy based on a true story.

A. H. Robbins, a pharmaceutical company, has been in the business for a hundred years now. It is known for producing well-known medicines such as Robitussin and Dimetapp. In 1984, however, it was sued by four million women who used its contraceptive, the Dalkon Shield IUD. Studies showed that this product had various defects which caused pregnancy complications, hip bone infection and even death.

The company was ordered to pay \$416 million in compensatory damages when it lost in court.



Let's Think About This

Do you think it was the company's fault that the women who used their product became affected by such side effects? Why/Why not?

Compare your answer with mine below.

Investigation of the tragedy revealed that the company failed to subject the said contraceptive to intensive testing. The head of the company shrugged off the warning aired by a supervisor about the product's quality. The supervisor found out that it contained an element that made it conducive to bacterial growth leading to certain birth defects and is thus, a health hazard. Had the head of the company heeded the warning of the supervisor, the company would not have gotten into trouble and lost a lot of money not to mention affect so many trusting customers negatively.



Let's Learn

Many of the tragedies that occur around us have been caused by one's failure to give due attention to the quality of one's work, product or service—or simply, one's negligence.



If you were the one who installed the faulty electrical circuits, how would you feel about the tragedy that claimed the lives of a hundred people?

You may regret what happened and even wish that you had done your work well. Unfortunately, regret always comes in the end. You cannot turn back the hands of time and undo what you did to save the lives of those people.

What you just read is only one example of the many tragedies that cannot be considered accidents inasmuch as they have been caused by negligence.

What other tragedies have you heard about that have been caused by negligence?

A few examples of other such tragedies are the following:

- ◆ plane crashes;
- ◆ sea mishaps, i.e., sinking of ships;
- ◆ fires; and
- ◆ unexpected deaths of hospital patients.

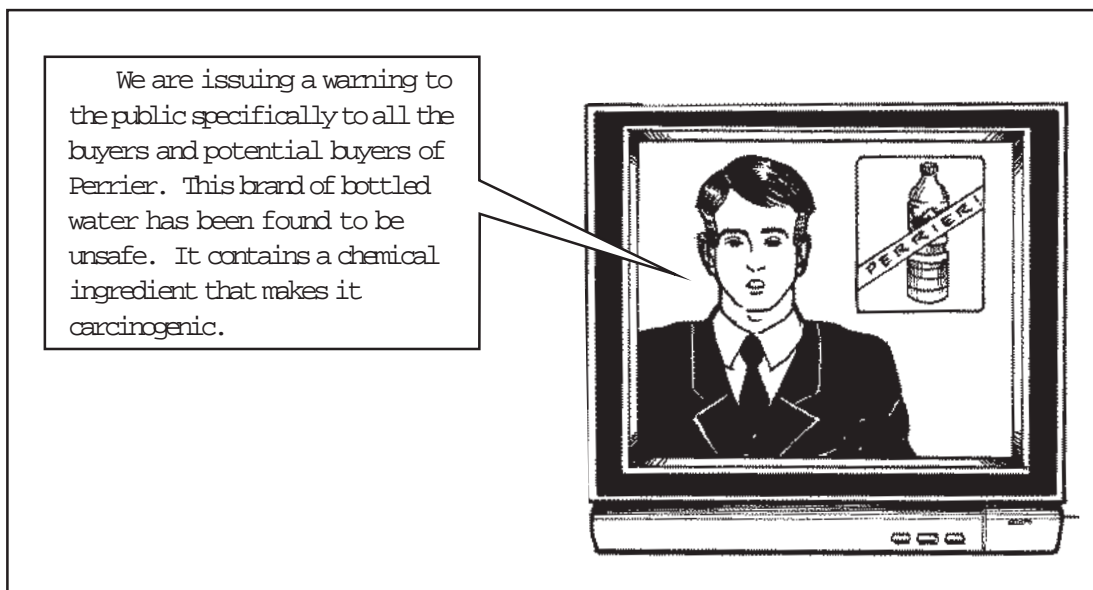


Let's Read

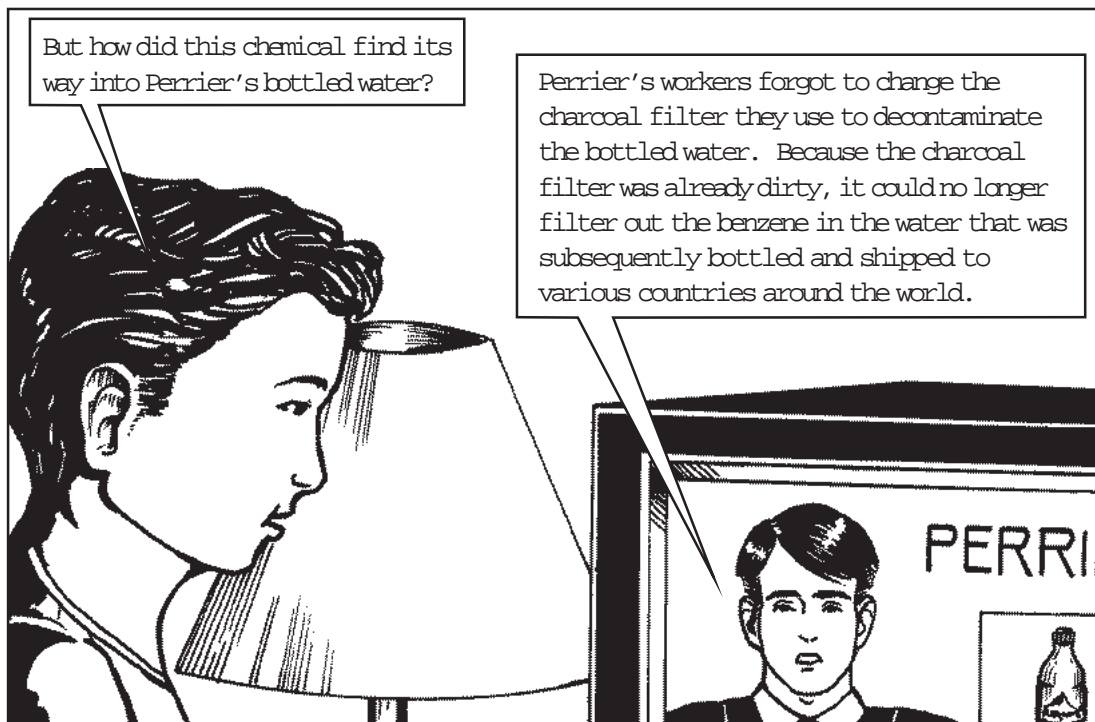
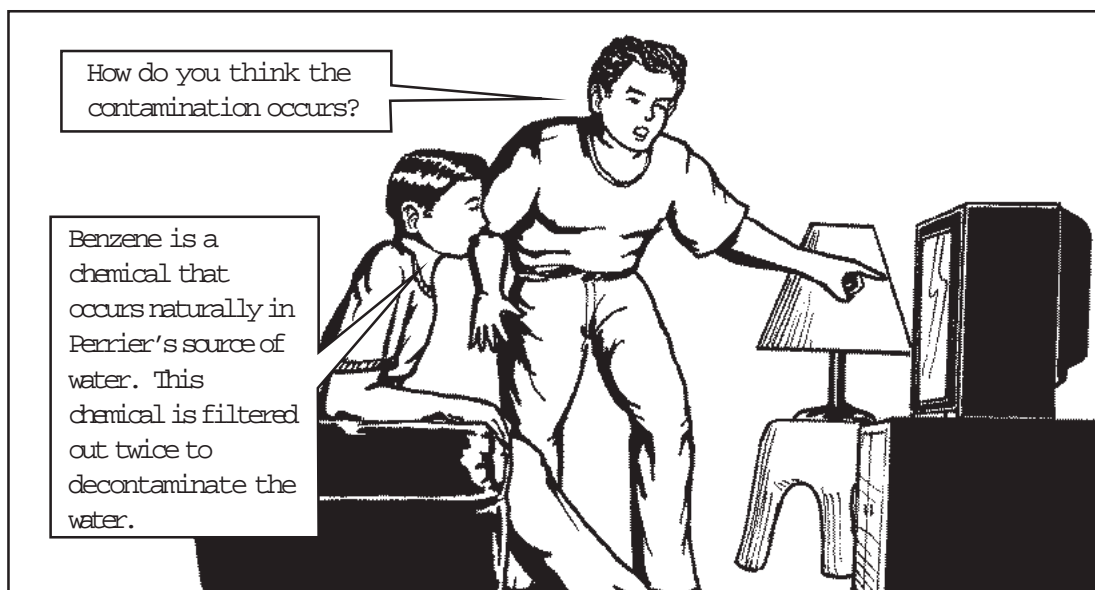
It is expected that beverages such as bottled mineral and distilled water sold in the markets are clean and safe. But what if, for instance, you learned that these products are harmful and are even carcinogenic? Would you still buy them?

One such tragedy occurred involving France's Perrier, the largest beverage company in the world that sold bottled water in 120 countries. In January 1990, Perrier boasted of a market share of 44%.

But in February of that same year ...



On account of this unfortunate discovery, authorities in 120 countries pulled out 160 million bottles of Perrier from their markets and shipped them back to France.





Let's Think About This

How did the negligence of the workers of Perrier affect their buyers products?

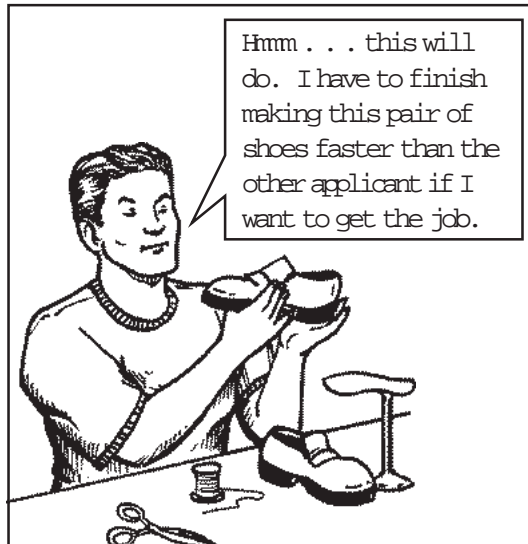
The negligence of the workers of Perrier cost the company its profits. Even those who did not contribute to the incident suffered by losing their jobs. If you were one of those negligent workers, do you think you would still be able to show your face to your fellow workers?



Let's Study and Analyze

One shoe company in Marikina is looking for a good shoemaker. Two shoemakers applied for the job—Tinio and Sergio. Determine who should be hired by reading the story below.

Tinio (the one on the left) and Sergio (the one on the right) were both asked to make a pair of shoes . . .



Which of the two do you think will be hired? Why?

Compare your answer with mine below.

If you chose Sergio, then you are right. Based on the line of thinking of the two, you can get a good idea on who is more concerned about the quality of the product. We, Filipinos, have a bad habit of measuring our work according to the standards of mediocrity. We often say, “*Puwede na ito*,” when we could have done much better. This thinking often leads to tragedies that could have been avoided if we did our best. What we should bear in mind is that “This will do will actually not do.”



Let's Think About This

The accounts of the tragedies that you have read earlier are factual and they can happen to you. If one of the largest companies in the world can make a mistake, don't you think it is more possible for a small company to do the same?

Check (4) the possible results of negligence among the following.

- _____ 1. Business growth
- _____ 2. Employee success
- _____ 3. Bankruptcy
- _____ 5. Tragedies
- _____ 6. Declining sales
- _____ 7. Economic collapse

Compare your answers with those in the *Answer Key* on page 38. How well did you do?



Let's Learn

Are you good at guessing games? Can you guess who is introducing herself in the following passage?

I'm just an ordinary fellow who has material needs for everyday living. I seek products and services to fill these needs. If you can address them, then I shall patronize your business. Who am I? _____



Were you able to guess who the speaker is? If you said that the speaker is a **customer**, then you are right.

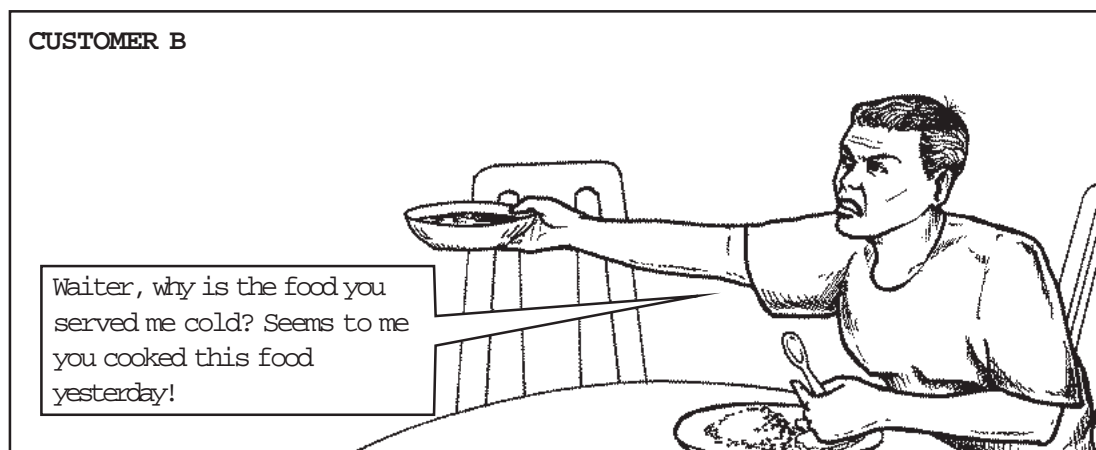
You yourself are a customer. As a customer, what do you expect from every product or service you pay for?

What characteristics do you look for in the products and services you buy? Compare them with the following:

1. dependability;
2. durability;
3. usefulness;
4. safety;
5. availability; and
6. affordability.

Do you agree with the saying, “The customer is always right”? Why/Why not?

You may or may not agree with the saying but you have to remember that the customers sustain your business. Without their patronage, your business is not likely to succeed. For this reason, it is always important to act on their complaints or suggestions. Listen to what they are saying and, if possible, act on them especially when they are quite reasonable. Always try to see things from their point-of-view.



What do you do when you are dissatisfied with a product or service? Do you grumble in silence like Customer A or complain in anger like Customer B? Which type of customer do you think is more harmful to your business? Why?

Compare your answer with mine below.

Both types of customers should be given their due attention. Neither of them should be ignored. The silent customer may not speak his mind but he can inform potential customers about the poor quality of your product or service. On the other hand, the other customer may give you helpful feedback about the quality of your product or service—even if he expresses his sentiments angrily. But there is still the danger of him telling other potential customers harmful comments thereby affecting your business negatively.

So be careful in dealing with every customer because your business will only be successful if each one of them is satisfied.

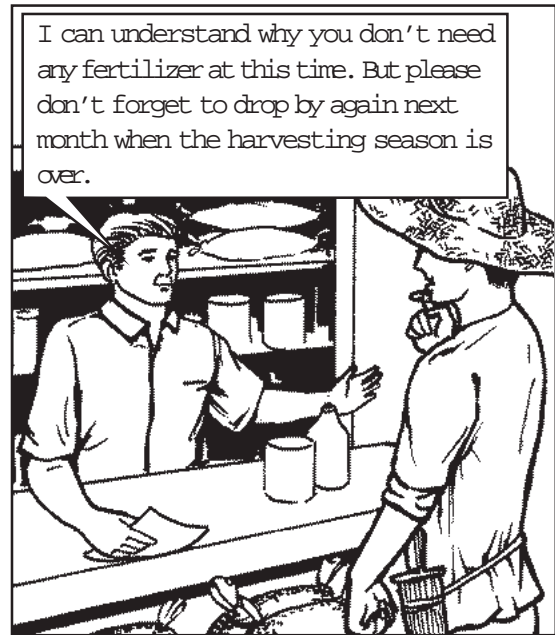
A customer needs a product or service that:

- It is not enough to know your customers' physical needs, you should also know what they want emotionally. Do you know what these needs are? Complete the following word puzzle to identify them.

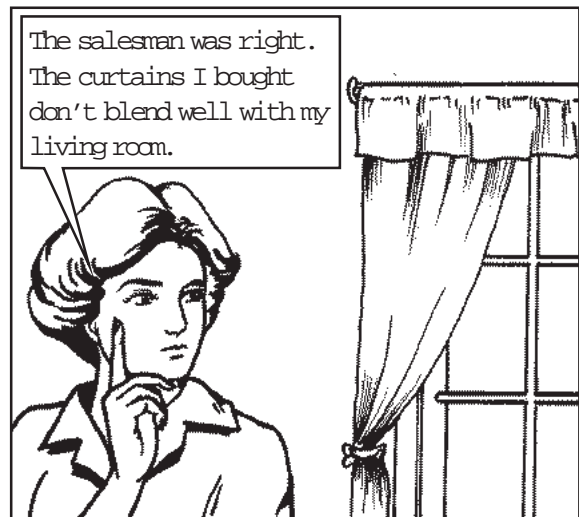


See whether or not you have completed the puzzle correctly by reading about the following emotional needs of customers:

1. **Assistance**—Help a customer find the best product or service he/she needs. You can do this by giving him/her information and advice on the best products or services he/she can choose from. Be honest. You can also be nice to him/her by answering questions he/she may have about the product or service he/she is buying.



2. **Respect**—Respect your customer's decision even if you think he/she is wrong. Let him/her find out for himself/herself how wrong he/she was and that your disagreement was well-intentioned.



3. **Convenience**—Whatever business you may be running—be it a welding shop, a vulcanizing shop, a beauty parlor or an eatery—always keep in mind that the comfort of your customers matters. You should give them everything they need so that they do not, for example, get bored or bothered by the heat in your store. You can, for instance, provide them with a TV set or magazines to keep them preoccupied while waiting for their turn to be served in your parlor.
4. **Sympathy**—When a customer becomes dissatisfied with the product or service you sold him/her, you should be courteous, understanding and patient when dealing with him/her. This way, he/she would still patronize your store despite the incident.



5. **Responsiveness**—Each customer has various needs and tastes and may, therefore, expect something different from others. If, for instance, you manage a small bakery, you must sell different kinds of bread to suit the preferences of each customer.



6. **Support**—There may be times when your customers will need your help on how to use your product effectively. On such occasions, you may even have to make house calls to give them free demonstrations.

But by far, greeting one's customers warmly each time can make them feel good. This way they would feel welcome and appreciated.



Let's Try This

List several habits that may damage your relationship with your customers.

Compare your answers with those in the *Answer Key* on page 38. Did you have similar answers to mine?



Let's See What You Have Learned

Read the story below and answer the questions that follow.

There are two tailor shops—a big one and a small one—along Morayta Avenue in Manila. The owner of the big tailor shop is a little snobbish. He prefers to do business with rich customers only and does not bother with other customers who can't afford his services. The owner of the small tailor shop, on the other hand, treats all his customers the same way. He does not even give special treatment to his rich customers.

Which of the two shops do you think would earn more? Why?

Compare your answer with the sample answer in the *Answer Key* on page 39. Is your answer similar to the one in it? If it is, then you learned a lot from this lesson. If it isn't, don't worry. Just review the parts of the lesson you didn't understand very well then you may proceed to Lesson 2.



Let's Remember

- ◆ Quality is very important when selling goods or services. The more satisfied your customers are, the more they will patronize your store or business establishment.
- ◆ Always remember that “The customer is always right.” Without satisfied customers, you will not have a successful business.

Where There's Ability, There's Quality

In the previous lesson, you learned some useful tips to help you succeed in business. You learned about the consequences of negligence as well as the physical and emotional needs of customers.

This lesson will now teach you about quality and what it has to do with one's business or with everyday living, for that matter.

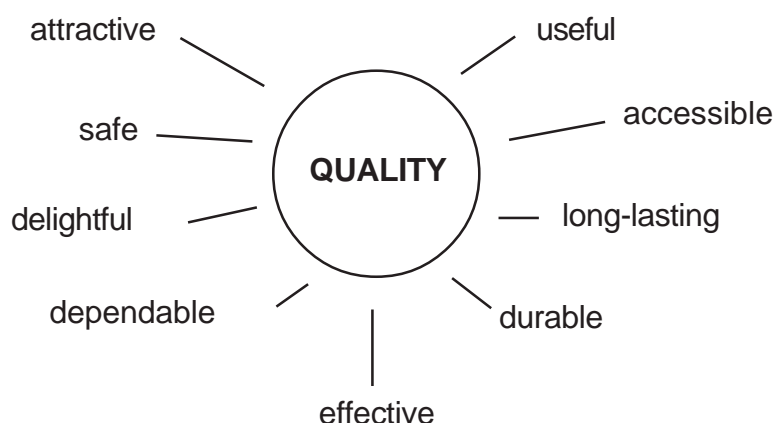


Let's Study and Analyze

What does the word **quality** mean?

Compare your answer with mine below.

The word **quality** can mean a lot of things. You may refer to the diagram below for some words that are related to it.



If your products or services possess all the characteristics in the diagram, then you can be proud of them for they are of high quality. They can, therefore, increase the number of your patrons. If they do not, don't worry. This module will show you how to produce/provide high-quality products or services.

List the names of high-quality products you use as defined by the characteristics mentioned in the diagram.

Why do you think the products you listed are of high quality?



Let's Learn

Let us discuss each of the characteristics mentioned in the diagram. A product or service is said to be of high quality when it is:

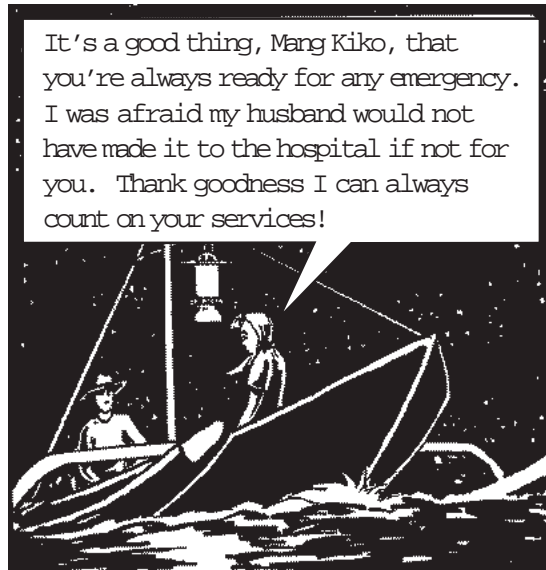
◆ Useful

A product or service is said to be useful when it can be used for a lot of things. Take, for example, a laundry soap. If it also works as a stain remover and as a fabric freshener and softener, then it is of high quality. This is because you do not have to buy a separate stain remover and fabric freshener and softener.



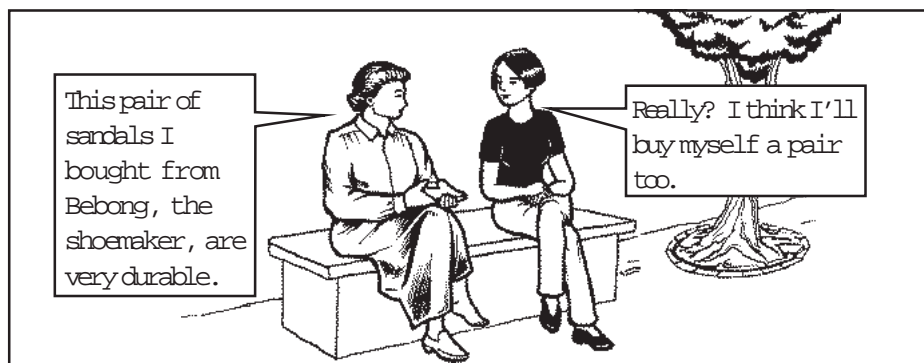
◆ **Readily available**

A product or service is said to be readily available if you can buy it any time and under any circumstances. Take, for example, a certain transport service. If you are a boatman on a certain island, then as such, you have to make yourself available for emergencies every time there is one, not just when you feel like it especially if there are only a few of you doing this job. You have to be ready to serve passengers even during the late hours of the night. You, therefore, have to keep enough supplies even for unplanned trips and your boat always in good condition and ready for use.



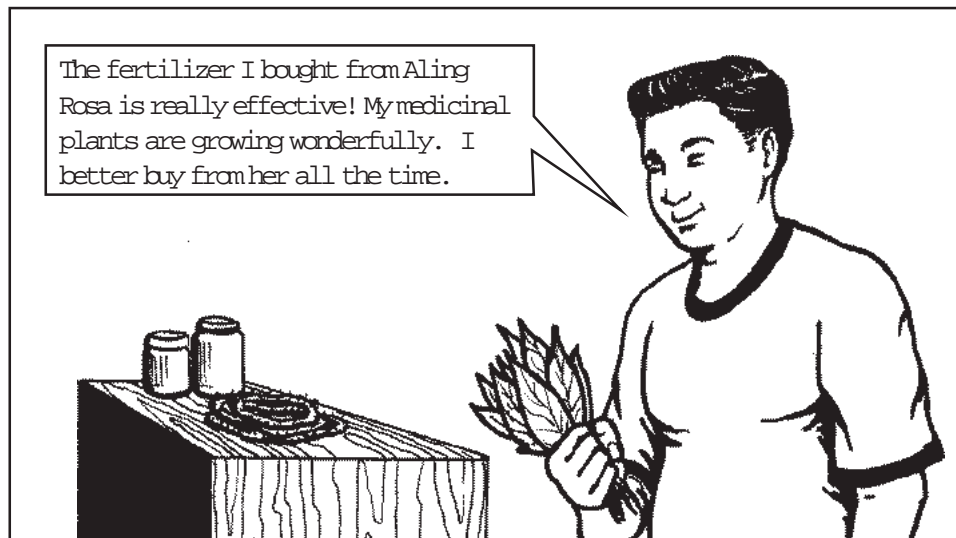
◆ **Durable**

A product or service is said to be durable if it can be used for a long time. If you are, for instance, a potter, then you have to make pots and vases that do not break easily. You may, for example, use materials such as rubber and plastic instead of clay.



◆ **Effective**

A product or service is said to be effective when it produces good results. If you are, for instance, in the business of selling fertilizers, then you have to make sure that the fertilizers you sell can really help farmers improve their harvests.



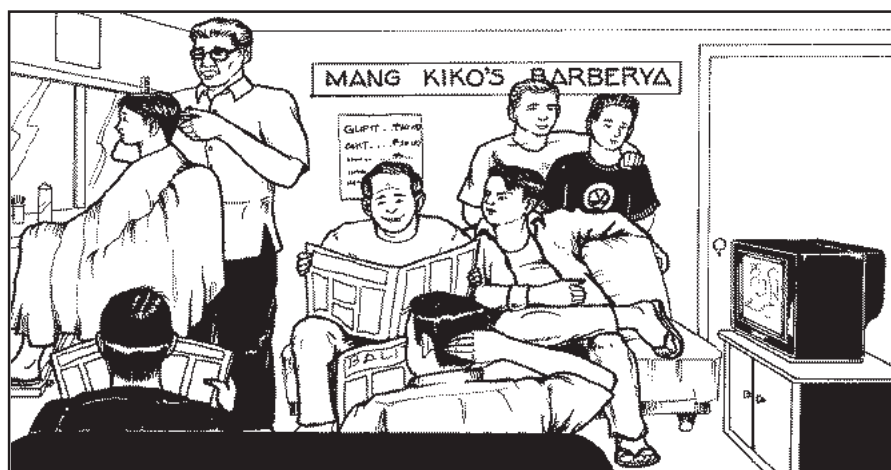
◆ **Dependable**

A service is said to be dependable if you can always count on it to meet your expectations. If you are in the business of making product deliveries, for example, this means sticking to your delivery schedule no matter what. This is because your customers are counting on you and they would hate to be disappointed.



◆ **Delightful**

A product or service is said to be delightful when it exceeds the customer's expectations. If you are, for instance, a barber and you offer additional services such as a shave and a body massage free of charge, then you will definitely please your customers. All the more so if you provide them with newspapers or a TV set to keep them entertained while waiting for their turn to be served.



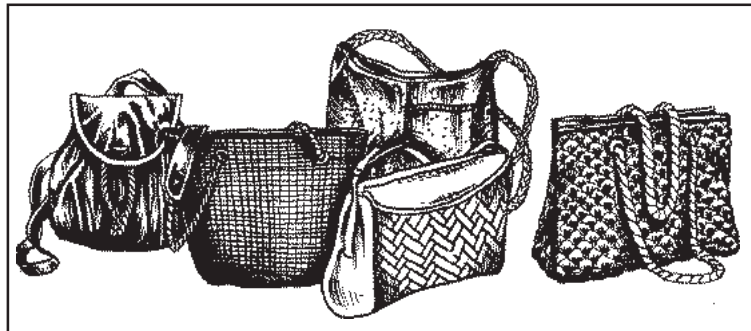
◆ **Safe**

A product or service is said to be safe when it does not bring harm to customers. If you are, for instance, in the business of providing transport services whether by land, water or air, then you have to guarantee the safety of your customers. Your customer has to feel reassured that no accidents will happen along the way.

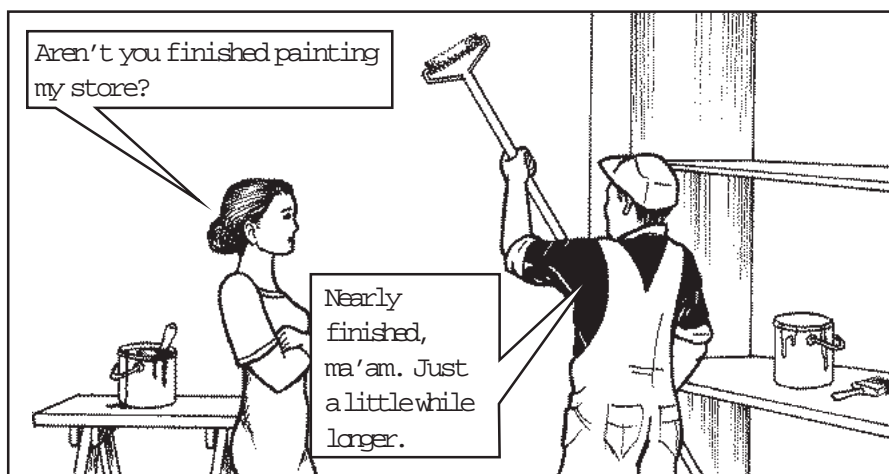


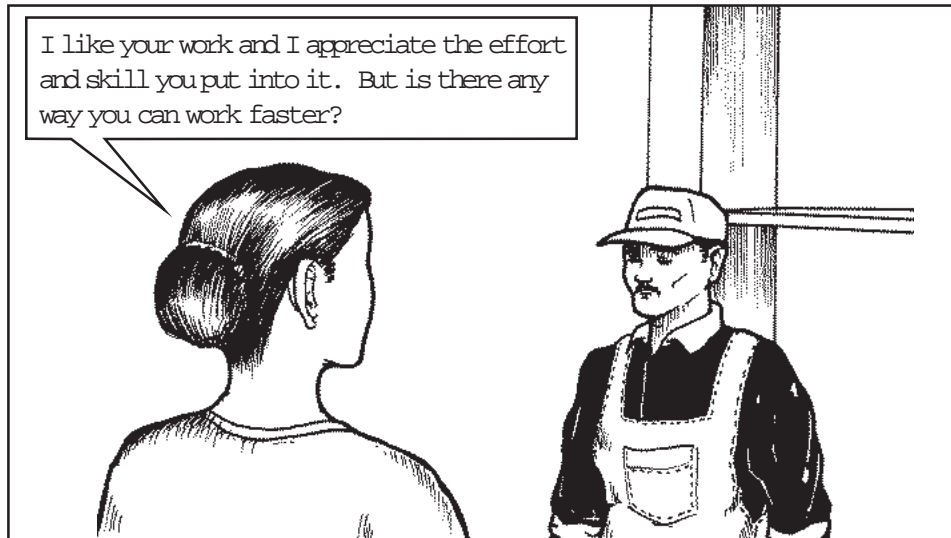
◆ **Attractive**

A product is said to be attractive when it is well-made, adorned with beautiful designs and regarded highly by customers in terms of appearance. If you are, for instance, in the business of making bags, then they have to have different designs in terms of color, size and shape. After all, hasn't it been said many times that change is the only constant thing? So, to stay in the business, you have to keep yourself attuned to the changing preferences of customers.



You should note, however, that the said characteristics do not encompass the entire meaning of “quality.” Read the story below to learn another one of its characteristics.





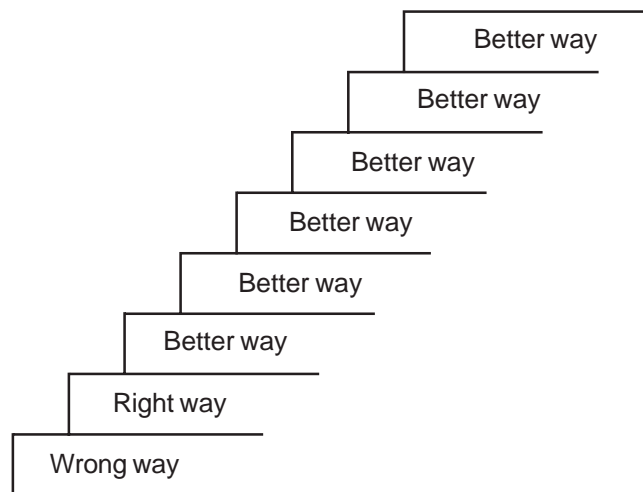
Based on the story you just read, the painter is good. His work is remarkable. He does “quality work.” Unfortunately, he is taking more time than the customer is willing to give. How can the painter shorten the time he needs to complete his work?

Compare your answer with mine below.

Using a roller paintbrush or spray paint instead of painting in the usual way can shorten the time the painter needs to complete his work and even improve the quality of his work.

How else can you improve the quality of your work. Look at the diagram below to find out how you can produce/provide high-quality products and services.

How to Produce/Provide High-Quality Products and Services



Circle the letter of the answer of your choice.

This diagram shows that making/providing high-quality products or services involves _____.

- a. a process
- b. a matter of doing things right on the first try
- c. a matter of continuous improvement
- d. something that cannot be done instantly

Read the following to see if you chose the right answer.

The best answer is letter **c**. Making/Providing quality products or services involves continuous effort for improvement. You should devote a lot of time and effort, not to mention money, to make/provide the best products or services you can come up with for your customers. You should remember that there is always room for improvement. There is always a better way of doing things.

This is not to say though that the other answers are wrong. Making/Providing quality products involves a process. As we said earlier, it involves continuous improvement which can only be achieved by following a series of steps.

And this process involves doing things right on the first try. Your time, effort and money should not be wasted on unsuccessful attempts.

If you want to make/provide quality products or services for your customers, you have to do so step by step. This cannot be done instantly. You can only do so much in every step.



Let's Study and Analyze

Study and analyze the advertisements for the same product below. Then answer the given question.

<p>October 1994</p> <p>WISHING DETERGENT BAR</p> <p>Choice of the masses</p> <p>Hard on dirt, easy on the budget</p>	<p>March 1995</p> <p>WISHING DETERGENT BAR</p> <p>With stain remover</p> <p>Choice of the masses</p> <p>Hard on dirt, easy on the budget</p>
<p>March 1996</p> <p>Improved WISHING DETERGENT BAR</p> <p>With stain remover and fabric softener</p> <p>Choice of the masses</p> <p>Hard on dirt, easy on the budget</p>	<p>August 1996</p> <p>New Improved WISHING DETERGENT BAR</p> <p>For removing stubborn stains without bleaching</p> <p>Choice of the masses</p> <p>Hard on dirt, easy on the budget</p>

What do you notice about them?

Compare your answer with mine below.

The changes in the advertisement showed the various improvements on the soap itself. Various improvements have been made on the product since its first release. This manufacturing strategy is referred to as *kaizen* in Japanese. The word **kaizen** is a compound word meaning “change for the better” made up of the words **kai** meaning “change” and **zen** meaning “better.”



Let's Learn

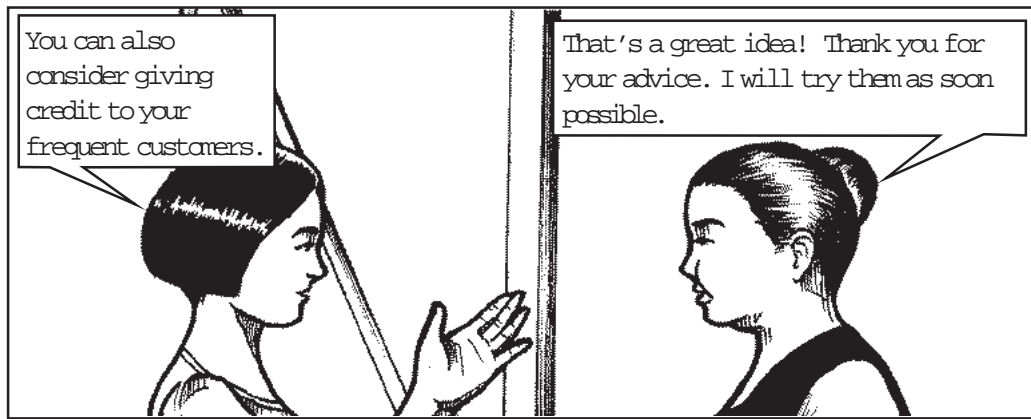
If you are confident that you are doing things the right way, then it will be easy for you to lose interest in improving your products or services especially if no one complains about them. And if you have lost interest, how can you possibly say that you are selling high-quality products or services? What if your business rivals managed to produce products or services of far better quality than yours? The only way you can keep your business alive is to keep improving not only your way of doing things but also the quality of your products or services.



Let's Study and Analyze

Study and analyze the following situation.





What other ways can you think of to help the troubled eatery owner?

Compare your answer with mine below.

The store owner can offer free desserts and bowls of soup to frequent customers. She may also have a videoke installed to lure customers who love to sing while waiting to be served. She can sell easy-to-cook, take-out meals for customers on the go as well.



Let's Try This

Think of the kinds of businesses you want to go into in the near future then fill up the following table.

Kind of Business	Ways of Improving the Quality of Its Products or Services
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

There are no right or wrong answers to this activity. Just ask your Instructional Manager for some feedback.



Let's See What You Have Learned

- A. Explain what the saying “Prices are easy to forget but quality lingers forever in one’s memory” means.

- B. Encircle the characteristics that are synonymous to “high quality.”

satisfaction	mediocrity	safety
durability	durability	dependability
	effectivity	

- C. Complete the following sentences.

1. A product or service is said to be _____ if it can be used for a long time.
2. A product or service is said to be _____ when it produces good results.
3. A service is said to be _____ when it be counted on by the customer to meet his/her expectations without fail.
4. A product or service is said to be _____ when it brings no harm to the customer.

Compare your answers with those in the *Answer Key* on page 39. Did you get a perfect score? If you did, that’s very good. You learned a lot from this lesson and are now ready to go to the next one. If you didn’t, don’t worry. Just review the parts you made mistakes in before going to Lesson 2.



Let's Remember

- ◆ A product or service is of high quality when it is useful, dependable, durable, effective, readily available, delightful, safe and attractive.
- ◆ The use of new technologies can either maintain or increase the quality of a product or service.
- ◆ Improving a product or service is a never-ending process.

Quality: In Mind, in Word and in Deed

In the previous lesson, you learned what characteristics high-quality products or services should have. In this lesson, you will learn how important quality is and what benefits we can get from quality goods and services. You will also learn how to make/provide high-quality products and services.

Making/Providing quality products or services starts in one's mind. You should always bear in mind the importance of quality in everything you do.



Let's Think About This

What do you think the saying "Think big, start small" mean?

Compare your answer with mine below.

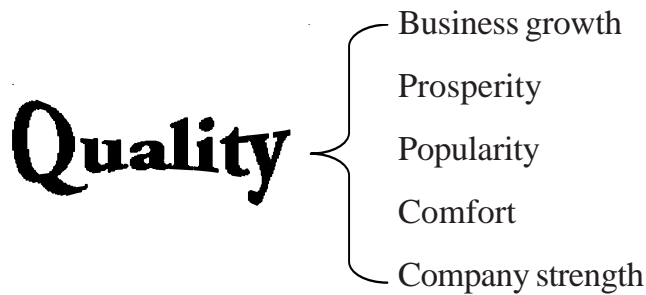
The saying tells us not to limit our plans. We should instead think of accomplishing big things and not be afraid of dreaming. We can do this by breaking up our goal into smaller steps so we won't become overwhelmed. We should always remember that big businesses always start out from small ones.



Let's Learn

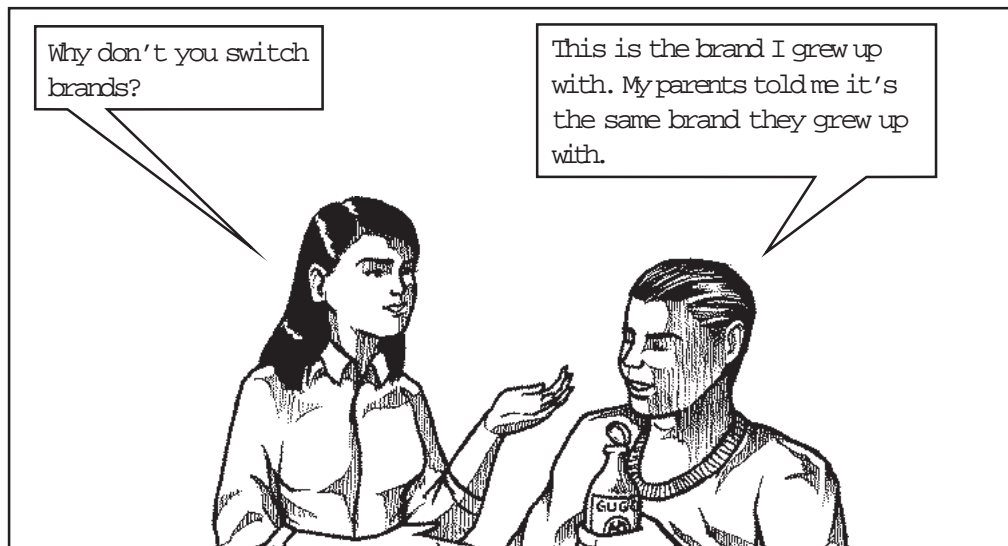
What benefits do you think can one get from high-quality products or services?

Compare your answers with mine below.



- ♦ Business growth – refers to the increasing number of customers one's business needs in order to expand
- ♦ Prosperity – refers to the increasing amount of income one can get as his/her business grows
- ♦ Popularity – refers to the possibility of your product or service becoming well-known
- ♦ Comfort – refers to the comfort you will experience with the increasing income from your growing business
- ♦ Company strength – refers to the ability of your company to withstand fierce competition with other companies

Read the dialog below and answer the question that follows.



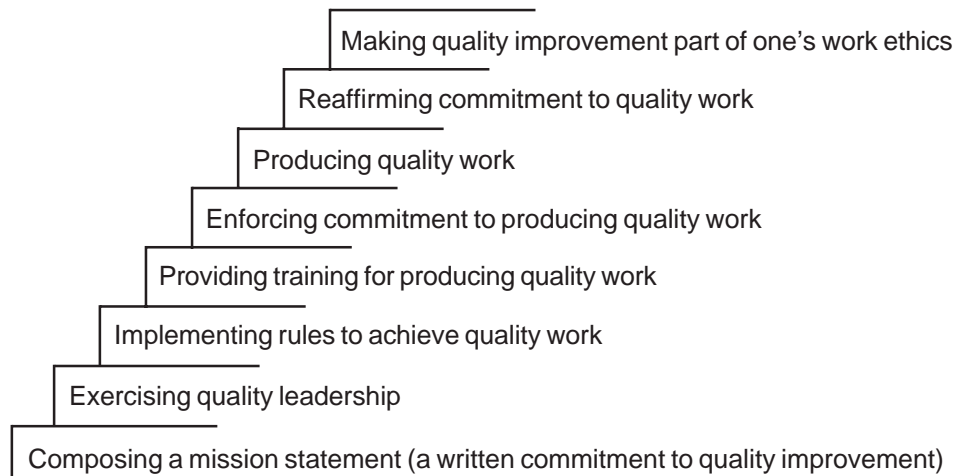
What important lesson did you learn from it?

Compare your answer with mine below.

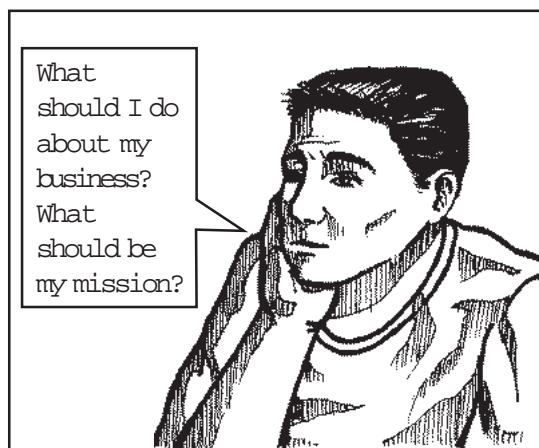
Products or services of high quality hardly disappear from the market despite the passing of time. The continued patronage of customers keeps them from being wiped out by competing brands. And more often than not, such patronage is passed on from one generation to another.

Study this diagram.

Eight Steps Toward Establishing the Primacy of Quality Improvement in Your Business



◆ **Composing a mission statement**



Put in writing what you intend to do about the quality of your work. This will be your mission statement. You should share this with your workers. It should briefly yet clearly express your company's commitment to quality improvement.

Example: I will produce an improved pain reliever that is 20% cheaper than the cheapest brand and 35% more effective than the leading brand within seven months.

◆ **Exercising quality leadership**

Be a good example to your workers. Listen to what they have to say. However modest their suggestions may be, they may prove useful in attaining quality work.



◆ **Implementing rules to achieve quality work**

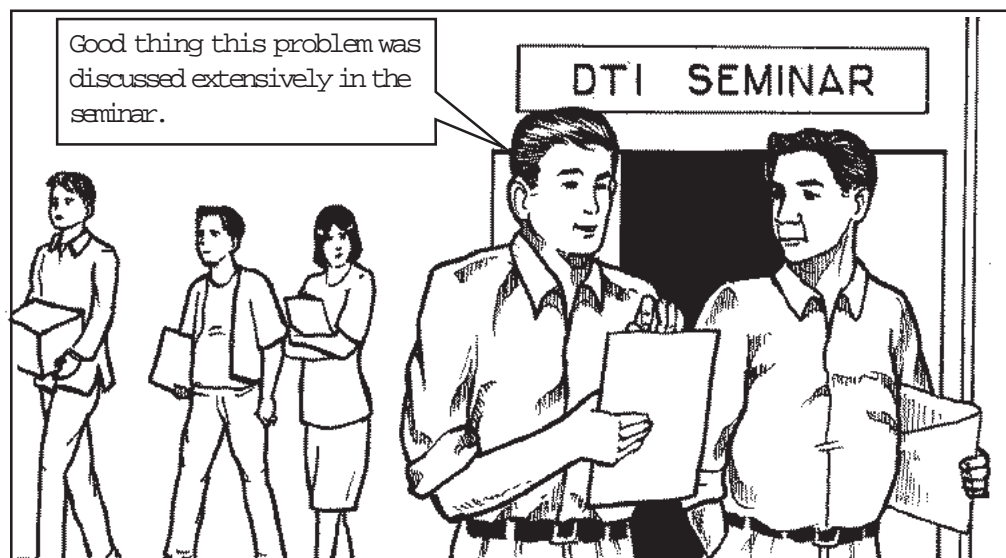
Lay down rules on quality improvement for the benefit of your workers.

Ensure strict compliance to these rules for high-quality products or services.



◆ **Providing training for producing quality work**

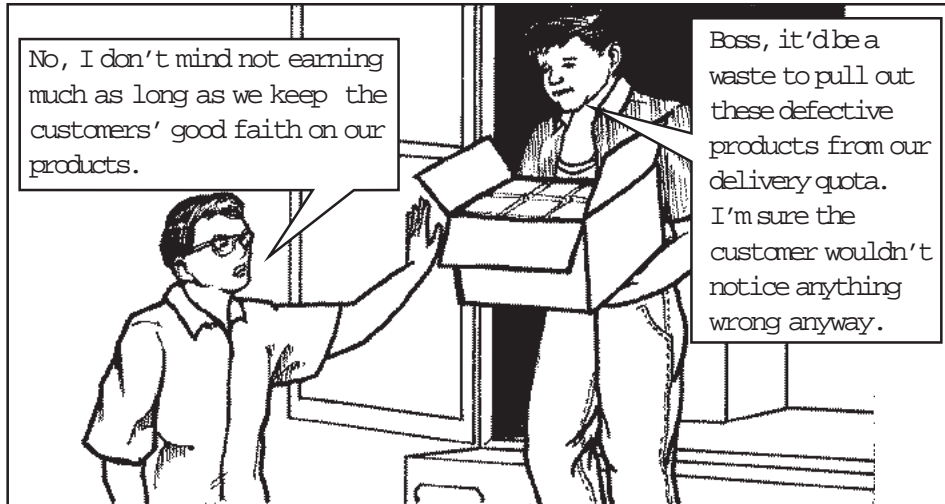
Invest heavily on your workers' training to produce quality work. Such training should teach them the various methods that have to do with quality control. It should teach them to analyze products for defects or services for inadequacies. After undergoing such training, your workers should be able to do the following:



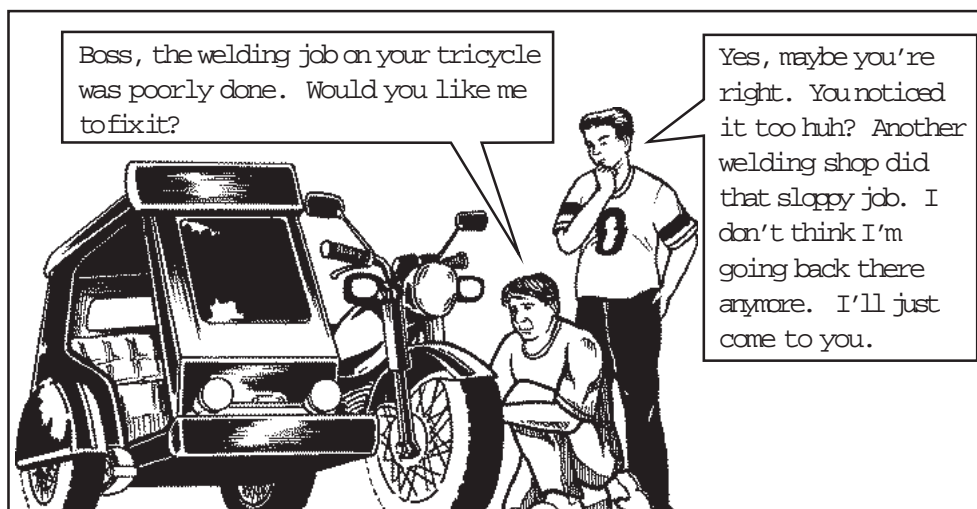
1. Identify the problem.
2. Analyze the problem.
3. Solve the problem.
4. Take steps to prevent the recurrence of the problem
5. Communicate the steps taken to the customer.

◆ Enforcing commitment to quality work

Abide by your commitment to provide quality work. Do not be tempted by the promise of quick and big returns. It is unwise to risk your reputation for low quality unnecessarily.



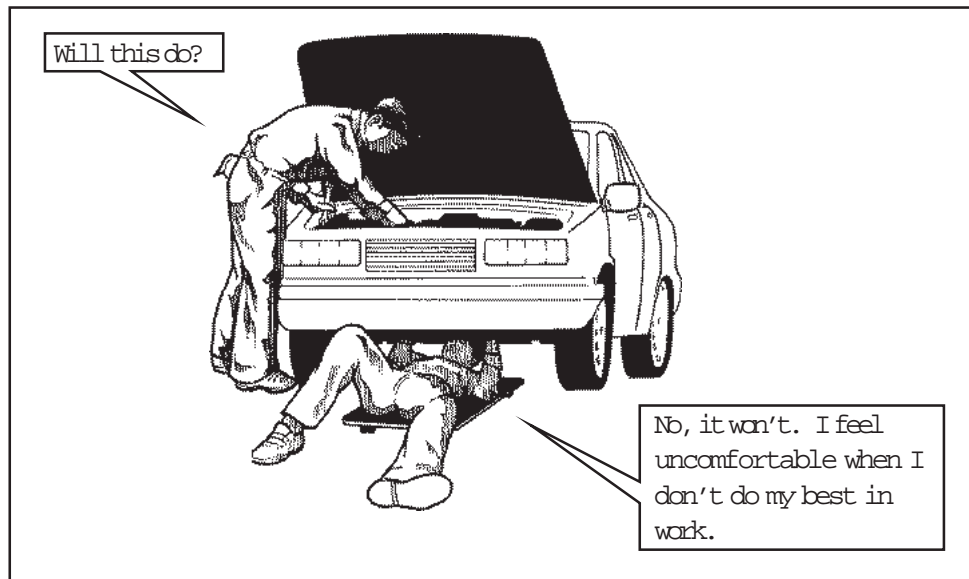
◆ Producing quality work



Do your work as best as you can so you can earn the approval of your customers. This way, you can produce more quality work. In the end, producing quality work won't be that hard anymore.

◆ Reaffirming commitment to produce quality work

Reaffirming your commitment to produce quality work every time can, in the end, become a habit. It becomes second nature to you and so, it won't be much of an effort to keep doing so in the future.



◆ **Making quality improvement part of one's work ethics**

Do you know what the term **work ethic** means? A work ethic refers to a work-related principle or value held by a particular individual or group. It includes one's concept of right and wrong, rules of conduct and the like. If your commitment to quality improvement becomes part of your and your workers' work ethics, then it is likely that you can produce/provide high-quality products or services.

It would be great if you manage to reach the last stage of the process of establishing primacy of quality in your business. Once you do, you are assured of success.



Let's Try This

Compose your own mission statement aimed at improving the quality of your product or service. Aside from being clear, it should be brief enough to be easily remembered.



Let's See What You Have Learned

1. As a product-maker or service-provider, identify some characteristics that will be useful in your attempt to go through the eight-step process of establishing the primacy of quality improvement in your business.

2. Outline the eight-step process of establishing primacy of quality improvement in your business.

Compare your answers with those in the *Answer Key* on page 39. Did you get all the correct answers? If you did, that's very good. That means you learned a lot from this lesson and are ready to take the final test. If you didn't, don't worry. Just review the parts of the lesson you made mistakes in before doing so.



Let's Remember

- ◆ Passion for doing quality work brings about business growth, prosperity, popularity, comfort and company strength.
- ◆ The process of establishing primacy of quality in your business involves the following steps:
 1. composing a mission statement;
 2. exercising quality leadership;
 3. implementing rules on quality control strictly;
 4. providing training to produce quality work;
 5. enforcing commitment to produce quality work;
 6. producing quality work;
 7. reaffirming commitment to producing quality work; and
 8. making quality improvement part of one's work ethics.

Well, this is the end of the module! Congratulations for finishing it. Did you like it? Did you learn anything useful from it? A summary of its main points is given below to help you remember them better.



Let's Sum Up

This module tells us that:

- ◆ Producing/Providing high-quality products or services is of utmost importance in any kind of business.
- ◆ Quality control is not only about making/providing the best products or services, it is also about meeting the emotional needs of your customers.
- ◆ Continuous improvement is needed if we want to produce quality work.
- ◆ The primacy of quality improvement can be established in a business by acting on your passion for quality and involving your workers in your efforts.



What Have You Learned?

- A. Encircle the letter of the correct answer to each of the following.
1. What common mistake of owners of businesses can lead to loss of sales and even bankruptcy?
 - a. unreasonably priced products or services
 - b. concern for the welfare of the workers
 - c. continuous product or service improvement
 - d. customer care
 2. Which of the following can be considered customers?
 - a. people who are looking around your store
 - b. people asking you about the goods sold in your store
 - c. people buying goods from your store
 - d. all of the above

3. What do you, as a customer, expect from a product or service you are paying for?
 - a. affordability
 - b. attractiveness
 - c. durability
 - d. high price
4. Which of the following describes a high-quality product or service?
 - a. satisfies the needs of the customer
 - b. well advertised by the different media
 - c. easy on the budget
 - d. used by a lot of people
5. Which of the following is a way of providing high-quality service to one's customers?
 - a. being sympathetic toward them
 - b. satisfying their needs
 - c. ensuring the quality of your products
 - d. all of the above

B. Write **True** in the blank if the statement is correct and **False** if it is not.

- _____ 1. Act on the complaint/s of a customer to succeed in business.
- _____ 2. Admit the inadequacy of your services to a customer, if any, to succeed in business.
- _____ 3. A business will grow by passing off its inferior products as high-quality ones.
- _____ 4. Continuously improving your products or services ensures the success of your business.
- _____ 5. The more customers one has, the better one's service should be.
- _____ 6. Defective products may still be sold to customers.
- _____ 7. Commitment to quality work inspires the production of quality work.
- _____ 8. This will do won't do.

- _____9. One can afford to ignore a customer who is full of complaints because there are more customers to attend to.
- _____10. A satisfied customer is likely to recommend a certain business establishment to others.

Compare your answers with those in the *Answer Key* on pages 39 and 40. If you got a score of:

- 0 – 5 You should study the entire module again.
- 6 – 10 Good! You only have to review the parts of the module that you did not fully understand.
- 11– 15 Congratulations! You have fully understood the contents of this module. You are now ready to study a new module. Good luck!



Answer Key

A. Let's See What You Already Know (*pages 1–3*)

- A. 1. (c) A product that is durable can be said to be of high quality.
 2. (a) The customer is always right in every kind of business.
 3. (c) A product or service that is of high quality will surely be a hit to all the customers.
 4. (a) A defect in a product can cause loss of confidence in it.
 5. (d) A business that renders satisfactory service is sought by more patrons. A satisfied customer is likely to recommend the establishment to others.
- B. The answers to this activity may vary. There are no right or wrong answers to it. They are dependent on what the learner knows.

B. Lesson 1

Let's Think About This (page 9)

Check numbers 3, 5, 6 and 7.

Let's Try This (page 15)

The answers to this activity may vary depending on the learner's beliefs and understanding of the lesson. But below is given a set of possible answers.

Pouting, being nasty, not being helpful, being greedy, being inconsiderate, being indifferent to the quality of the product or service you are selling, being arrogant and being disrespectful to the customers

Let's See What You Have Learned (page 15)

The answers to this activity may vary depending on the learner's beliefs and understanding of the lesson. But below is given a possible answer.

The owner of the small tailor shop will earn more. How big a tailor shop has nothing to do with how good its services are. Serving one's customers well is just a matter of satisfying their needs whether they are rich or poor. Because of how the big tailor shop treats their poorer customers, the small tailor shop will surely have more customers.

C. Lesson 2

Let's See What You Have Learned (page 26)

- A. It means that quality, not price, is what truly matters to customers. The patronage of the customers is based on how well they like the quality of your products or services.
- B. Circle the following words: durability, dependability, safety and effectivity
- C.
 - 1. durable
 - 2. effective
 - 3. dependable
 - 4. safe

D. Lesson 3

Let's See What You Have Learned (page 34)

- 1. The answers to this activity may vary but these are possible answers: creativity, proficiency, open-mindedness toward using new technologies and conscientiousness.
- 2. The steps one can take to establish the primacy of quality in a business are:
 - a. composing a mission statement;
 - b. exercising quality leadership;
 - c. implementing rules on quality control;
 - d. providing training to produce quality work;
 - e. enforcing commitment to produce quality work;
 - f. producing quality work;
 - g. reaffirming commitment to producing quality work; and
 - h. making quality improvement part of one's work ethics.

E. What Have You Learned? (pages 35–37)

- A.
 - 1. (c) Rules to ensure quality work are necessary to provide one's customers high-quality products or services.
 - 2. (d) All the kinds of people mentioned in the choices can be considered one's customers.
 - 3. (a) Most customers will expect it to be, first and foremost, durable. How attractive it is and how affordable it is are only secondary considerations.

4. (a) If the product or service satisfied all the needs of the customer, then it can be considered of high quality.
5. (d) Doing all of the things mentioned will enable you to provide your customers high-quality service.

- B.
1. True
 2. True
 3. False
 4. True
 5. True
 6. False
 7. True
 8. True
 9. False
 10. True



Reference

Batter, Joe. *Building a Total Quality Culture*. Menlo Park, California: Crimp Publication, 1992.