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Basic Quality

Key Learning Points

1. Define quality in simple terms.
2. Explain how you fill the Triple Role.
3. Identify and define basic quality terminology.

What is Quality?

There are many short definitions of quality, including “fit for purpose,” “meeting customer expectations,” and “doing things right the first time every time.”

- Quality happens when you meet your customer’s requirements.
- Poor Quality happens when you do not meet those requirements.

Any useful definition of quality must incorporate these two dimensions that drive customer satisfaction and dissatisfaction:

- You must provide the “features” that satisfy needs.
- You must provide the services while being “free of failure.”

What is Work?

Work happens when you process information or raw materials from suppliers into products or services for customers.

The Triple Role



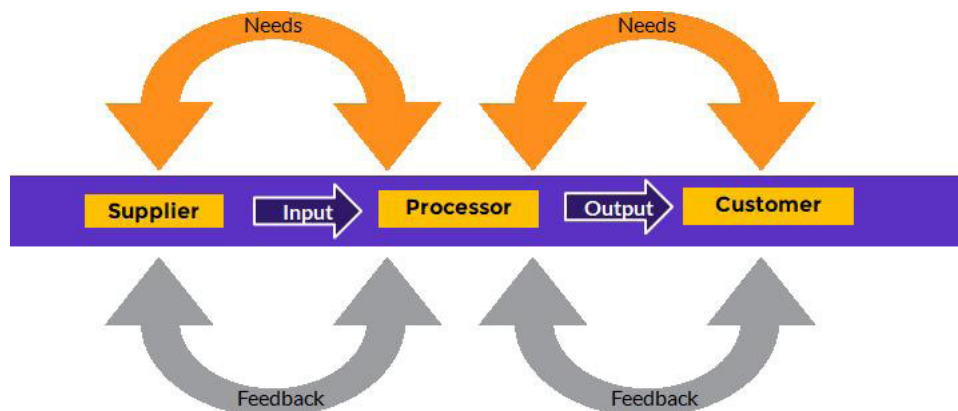
The purpose of an organization is to meet the needs of customers at the lowest optimum cost. Poor quality is when the outcome does not meet customer requirements.

In your work you fill three roles. You are:

- A customer of your suppliers
 - As a customer, you receive the goods provided by your supplier so you can process them to your own customer's specifications.
- A processor who does work
 - As a processor, you take a document, a physical product, or information from a supplier and work with it to change or modify it based on your customer's needs.
- A supplier to your customers
 - As a supplier, you provide an output to your customers. This could be a document, a physical product, or information.

To complete the Triple Role well, you need:

- To know your customer's needs
- Feedback from your customers on how well their needs are being met



Important Terms

- **Internal Customer:** Internal customers are those within your organization who receive your outputs or those effected in some way by your work. Satisfying external customers requires that you also satisfy the needs of internal customers.
- **External Customer:** External customers are not a part of the organization. While the obvious external customers of any service organization are the

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paying customers, there are other types of customers as well.

- **High Quality Product:** A high-quality product is one that meets the needs of customers at the lowest optimum cost.
- **Critical to Customer:** Those needs which are most important to your customers.
- **Features vs. Deficiencies:** Features meet needs of customers and enable outputs to be usable or saleable. Deficiencies are any feature not meeting a customers needs or extra costs of producing those features.
- **Business Process:** A business process is a collection of linked tasks which find their end in the delivery of a service or product to a client. A business process has also been defined as a set of activities and tasks that, once completed, will accomplish an organizational goal.
- **Process Variation:** Process variation is any change to the process that negatively impacts your ability to meet the needs of your customer, or not meeting your internal business requirements.

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