

TOTAL QUALITY MANAGEMENT

BY

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Definition of Quality

- Quality is Fitness for Purpose – Dr Juran
- Quality is synonymous with customer needs and expectations - R.J. Mortiboys

Quality Statement

Airtel

We will deliver error free “Mobile communication services” through customer services, attitude, employee, speed, creativity and continuous support

- Life Insurance Corporation of India

To explore and enhance the quality of life through financial security by providing products and services of aspired attributes with competitive returns.

- Educational Institution

To impart high education leading to highly competitive professionals.

- Infosys

we shall recognize the customers right to receive product and services .

we shall endeavour to exceed our customers expectations of competence, performance, delivery schedule and value for mooney

- Quality Trilogy
 - * Quality Planning : Determine quality goals
 - * Quality Control : Monitor Performance
 - * Quality Improvement : Reduce waste, improving employee morale, customer satisfaction

Quality Planning Roadmap

Step 1: Identify who are the customers

Step 2 : Determine the needs of the customer

Step 3 : Translate the needs into the language of the organization

Step 4: Develop product that can respond to the needs

Step 5: Optimize the product features

Step 6: Develop the process, which is able to produce the product

Step 7: Optimize the process

Step 8 : Prove the process can produce the product

Step 9 : Transfer the process to operations

- Quality Improvement

Step 1: Create awareness of the need.

Step 2: Set goals for continuous improvement

Step 3: Give everyone training

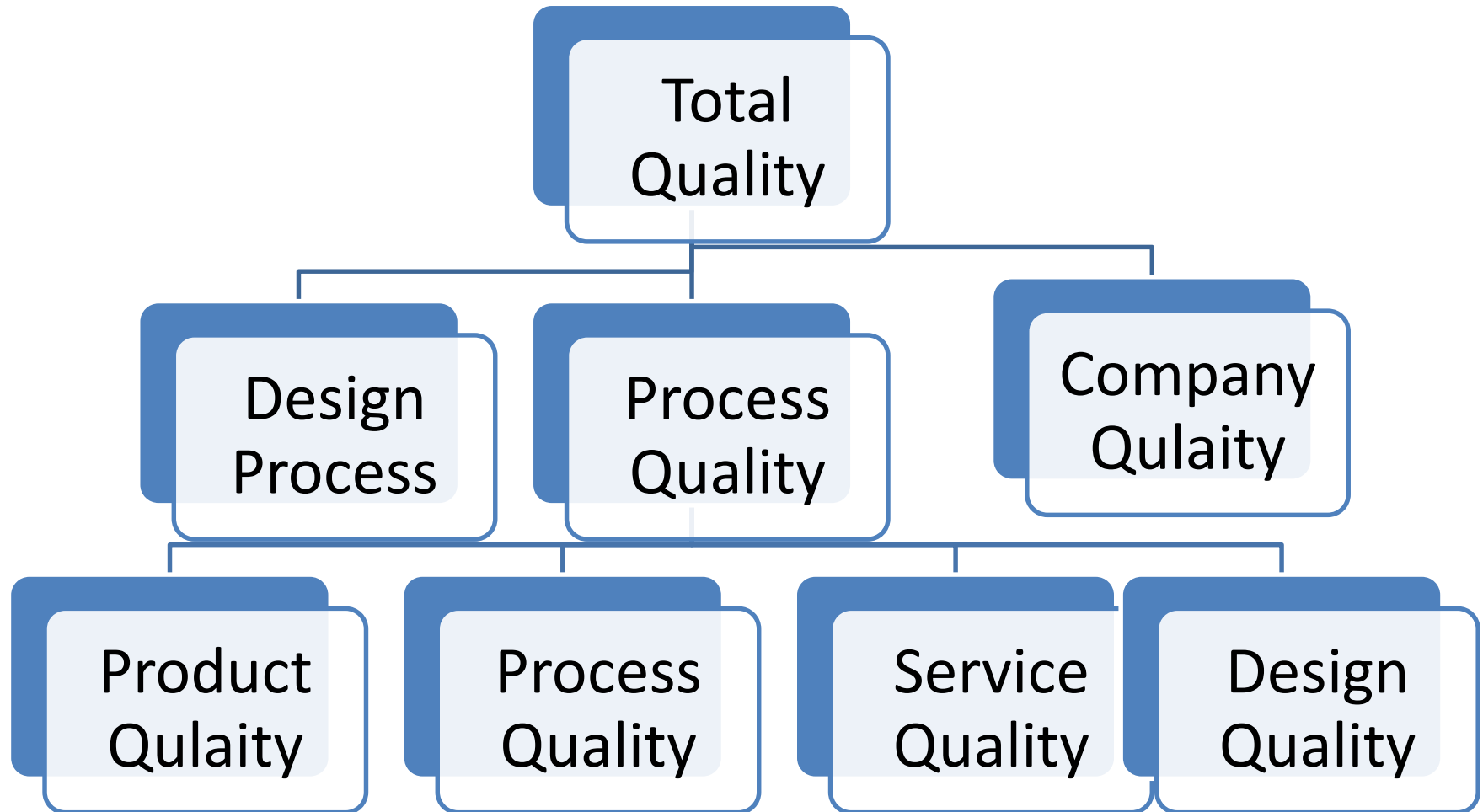
Step 4: Report progress

Step 5: Show recognition

Step 6: Communicate results

Step 7: Keep record of Success

- McKinsey TQM Model



- Ford Quality Excellence
 - 1) Quality is determined by the customers wants for products and services to meet his or her own needs and expectations at a cost that represents value.
 - 2) Quality excellence can best be achieved by preventing problems.
 - 3) All the work done by company employees, suppliers and dealers enhances value for customers.
 - 4) Sustained Quality excellence requires continuous improvement.
 - 5) People provide the intelligence to realize these improvements
 - 6) Each employee is a customer for other employee

Motorola

- Key Initiatives

- 1) Six Sigma Quality

- 2) Profit Improvement

- 3) Creative Workplace

- 4) Total Cycle time reduction

- 5) Empowerment for all

Best Practices for successful implementation of TQM

- Effective leadership
 - CEO Commitment, Understand key business processes, focus on deployment etc.,
- Customer satisfaction management
 - Performance, reliability, Durability, Aesthetics
- Building quality culture
 - Change in common language and quality belief, peoples behavior, management behavior
- Creative and Innovation
 - Optimistic, curious, taking action, multiple intrest
- Building Supplier partnership

Achieving TQM

- Reengineering
- Quality Circles
- Quality Management Systems
- Bench marking