TOTAL QUALITY MANAGEMENT

BY

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• Quality Philosophy of companies
• Forming Mission, vision, Quality Philosophy
• Quality trilogy
• McKinsey TQM Model
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• Achieving TQM through various process
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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 interest
- Building Supplier partnership
Achieving TQM

• Reengineering
• Quality Circles
• Quality Management Systems
• Bench marking