

DEFINING QUALITY:

Quality is fitness for use

Quality is conformance to requirements

Quality is the totality of features and characteristics of a product or service that bear on its ability to

satisfy stated and implied needs of customer.

Quality can be quantified as follows

$$Q = P / E$$

where,

Q = Quality

P = Performance

E = Expectation

DIMENSIONS OF QUALITY:

Dimension

Meaning and Example

Performance Primary product characteristics, such as the brightness of the picture

Features Secondary characteristics, added features, such as remote control

Conformance Meeting specifications or industry standards, workmanship

Reliability Consistency of performance over time, average time of the unit to fail

Durability Useful life, includes repair

Service Resolution of problems and complaints, ease of repair

Response Human – to – human interface, such as the courtesy of the dealer

Aesthetics Sensory characteristics, such as exterior finish

Reputation Past performance and other intangibles, such as being ranked first

1.3.1 Dimensions of service quality

Reliability Refers to the dependability of the service providers and their ability to keep their promises.

Responsiveness Refers to the reaction time of the service.

Assurance Refers the level of certainty a customer has regarding the quality of the service provided.

Empathy Being able to understand the needs of the customer as an individual.

Tangibles Similar to the physical characteristics of quality of products.

Other Dimensions Time, Courtesy, Timeliness, consistency, accuracy, credibility and security.

Total Quality Management (TQM) is an enhancement to the traditional way of doing business.

Depending upon the needs of the customers any product has to be supplied by the manufacturer. However the product should have certain characteristics and features. Customers only determine ultimately whether the product has been of expected quality. Various dimensions of quality that the customers do look for in a product, in order to satisfy their needs, only decide the characteristics of a product. For a manufactured product the dimensions of Quality are as following:

1. Performance – Primary product characteristics such as the brightness of the picture. This is the deciding driving force deciding the operating characteristics.
2. Features – Secondary characteristics, added features, such as remote control. Though this attribute is a secondary characteristic, it necessarily supplements the basic functioning of the product
3. Conformance – Meeting specifications or industry standards. How far the products physical and performance characteristic match with the set standards is called conformity.
4. Reliability – Consistency of performance over time, average time for the unit to fail. Under prescribed conditions of use of the product the probability of surviving over a specified period is termed as reliability of that product.
5. Durability – Useful life includes repair. The quantum of use a customer gets from a product before it wears out beyond further use or when a replacement is essential is called durability.
6. Service – Resolution of problems and complaints, ease of repair. The possibility to repair a product quickly and with ease is serviceability.
7. Response – Human to human interface, such as the courtesy of the dealer. It refers to the degree they react and act quickly to resolve the problems.
8. Aesthetics – Sensory characteristics such as exterior finish. It is the manner in which a product looks feels, tastes or smells.
9. Reputation – Past performance and other intangibles, such as being ranked first.

The dimensions of quality in respect of a service are as follows: Time – This is the duration up to which a customer is made to wait.

Timeliness – It refers to whether the promise can be kept or whether the service can be performed as Promised

Completeness – It refers to whether all the items given by the customer is included.
Courtesy – Whether the front office sales people greet each customer cheerfully and politely.

Consistency – Whether the services are delivered in the same manner for every customer and every time for the same customer.

Accessibility and convenience – Whether the service is easy to get ?or must the customer influence the service provider to get the required service.

Accuracy – This is with regard to whether the service is done correctly even in the first instance. Responsiveness – Whether the service person reacts and cat quickly to resolve problems

Definition of TQM

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Art of managing the whole to achieve excellence.

Total - Made up of the whole

Quality - Degree of Excellence a Product or Service provides.

Management - Art of handling, controlling, directing etc.

TQM is the application of quantitative methods and human resources to improve all the processes within an organization and exceed **CUSTOMER NEEDS** now and in the future.