



A DEFINITION OF QUALITY

**MEETING THEN EXCEEDING
CUSTOMER
REQUIREMENTS/EXPECTATIONS
(STATED & IMPLIED)
1st TIME, EVERY TIME
AT THE LOWEST POSSIBLE COST
INVOLVING EVERYONE
IN THE ORGANISATION
IN THE PROCESS**

QUALITY EQUATION

$$\frac{\text{PERCEPTIONS OF SERVICE EXPERIENCED}}{\text{CUSTOMER EXPECTATIONS OF SERVICE}} = ?$$

Expectations not met = Unacceptable quality

Expectations met = Satisfactory quality

Expectations exceeded = Ideal quality

CHARACTERISTICS OF A QUALITY COMPANY

- AIMS TO PREVENT ERRORS AND DEFECTS BEFORE THEY ARISE
 - WASTE HAS A NIL VALUE AND IS KEPT TO A MINIMUM
 - REDUCES COSTS BY QUALITY IMPROVEMENT
 - PROFITS INCREASE AS A RESULT OF CUSTOMER SATISFACTION

- **EMPLOYEES ARE APPRAISED ON QUALITY**
- **VALUES ITS WORKFORCE AND INVESTS IN TRAINING**
- **EVERYONE IS RESPONSIBLE FOR QUALITY IN HIS OR HER JOB FUNCTION**
- **PROFITS INCREASE AS A RESULT OF CUSTOMER SATISFACTION**
 - **USES TECHNOLOGY TO HELP STAFF PERFORMANCES**
- **MAKES A DETAILED PLAN OF OBJECTIVES AND STRATEGY AND MAKES SURE THEY ARE IMPLEMENTED**

BENEFITS OF BEING A QUALITY COMPANY

3 MAIN AREAS :

- ENHANCED PERFORMANCE
- IMPROVED PRODUCTIVITY
- INCREASED LEVELS OF PROFITABILITY

BENEFITS OF BEING A QUALITY COMPANY

• ENHANCED PERFORMANCE :

- Better services products
 - fewer complaints
 - better corporate image
 - perception of better value
- higher levels of customer satisfaction
 - more positive attitude to change

BENEFITS OF BEING A QUALITY COMPANY

•IMPROVED PRODUCTIVITY :

- reduced staff turnover
- reduced absenteeism
- improved management/staff relations
 - more effective teamwork
- better employee motivation
 - less direct supervision

BENEFITS OF BEING A QUALITY COMPANY

- **INCREASED LEVELS OF PROFITABILITY :**
 - more repeat business
 - increased customer spend
 - scope for higher prices and margins
 - less waste
 - lower operating costs
 - business growth

SUMMARY

- INCREASED JOB SATISFACTION
- A ROLE IN THE DECISION MAKING PROCESS
 - IMPROVED TEAM WORK
 - SECURITY
- LESS DIRECT SUPERVISION
 - INCREASED PERSONAL DEVELOPMENT AND TRAINING

CONCLUSION

**QUALITY IS NOT ABOUT BEING
100% BETTER AT ONE THING
IT IS ABOUT BEING
1% BETTER AT 100 THINGS**

**(Louisa McNamara -
Fitzpatrick Castle Hotel)**