

TOTAL QUALITY MANAGEMENT (TQM)

- management approach to long-term success through customers salespersons

- all members of an org participate in improving processes, products services and culture in which they work

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- approach that focus on trying to meet or exceed customers expectations

- TQM is an organisational strategy with accompanying techniques that defines quality product and services to customers.

- However, definition does point out that there are TQM techniques that are employed to help defines quality services to customer.

- "T" stands for total in TQM. The total part of TQM differentiates the approach from the traditional inspection, quality control or quality assurance approach.

- TQM is an overall organisational strategy that is formulated at the top management level and then is diffused throughout the entire org.

- Everyone in the org from GM / CEO to the lowest paid worker is involved in TQM Process.

- The 't' part of TQM also surround not only the external end users and purchases of the product or service, but also internal customers and outside suppliers and support personnel.
- Under TQM Customer is King so are internal customers which are coworkers or other dept.
- Everyone who gives or passes on anything in the org is supplier and anyone who receive is an internal customer.
- If suppliers and external support personnel do not define quality then the org cannot define quality to the customer.
- "Q" stands for Quality in TQM.
 - quality does not mean "no-defect products" but much more.
 - ^{TQM} more concerned more with quality services than quality products.
 - emphasis on service, is a result of the growing imp. in the post-industrial society of the service sector which does not produce any product.
- However traditional goods producing companies, become service companies providing

services to the customers under TQM approach.

- Counting defects is an easy way to operationalize quality under old product oriented approach.
- In TQM, Quality is operationally defined as meeting or exceeding customers expectations.
- Quality defined by customer, not the org or the manager or the quality control dept.
- The services (or product) must meet or exceed what customer wants or expects.
- The customer expectations are highly individualized, i.e. what is quality for one may not be for other.
- "M" stands for management in TQM implies that this is a management oriented approach, not just a narrow quality ~~product~~ control or quality assurance function.
- Someone from the quality ~~control~~ ^{control} assurance

functionary may head up to coordinate the
TQM effort but to get away from
traditional limited perspective, if
you want
to move appraisal from someone
from another dept, who is expected
and is a good communicator &
"does", to be the TQM project manager
the TQM.

— These managers ideally should not only
thoroughly understand and be able to
train others in TQM but also be a
strong advocate and spearhead to
the TQM.

— As mentioned in "Total" everyone
in the org should be involved in TQM
not just the project head.

APPROACHES.