

# Quality management

[Linguistics](#), [English](#)



Assistance Available to Organizations Seeking to Improve Quality It is every organization's dream to offer an excellent service and at the same time be able to satisfy the customers. Consequently, offering of quality service by an organization ensures customers are satisfied which translates to customer sustenance. Such an organization has no chance of losing customers especially considering the overwhelming competition in the business world. Therefore, an excellent service should mean that there is more profit to an organization. Customers are always ready and expect to get values of what they spend. Moreover, quality service minimizes the financial burdens that are likely to be incurred by the company in case of loss of loyal customers. Therefore, total quality management is a customer driven process (Rawlins, 2008, p. 37). This paper seeks to discuss the assistance available to organizations seeking to improve quality.

Total quality management is meant to focus on customers and non-customers. It is mandatory for the organization to ensure their major decisions are focused on the customer. Moreover, an organization is bound to carry out a research on customer perception about its service to know of its strength and weakness in order to effect appropriate improvements. In addition, having an understanding of non-customers will help an organization to have an insight on the modalities employed by the competitors. Secondly, an organization should ensure that it maintains continuous improvement. A good organization will have a service research program that managers will always consult when making decisions. Service quality information will assist in identifying any major shortfall likely to occur and a swift action will be taken (Oakland, 2003, p. 230-233).

Moreover, employee's involvement is essential for proper total quality management achievement. Employee research is just like customer research. Employee can be used to review the quality of any service before it is released to the consumer as what happens internally to an organization affects the service offered to the customer. Employees are also aware of the problems and challenges that affect the quality of any service offered by a particular organization. Additionally, ensuring teamwork between employees will act as a benchmark for quality service delivery. Workers will be motivated to serve at their level best and will be able to accept quality criticism. Team involvement may also act as a source of motivation to proper service delivery. Moreover, open discussion in an organization should be encouraged and employees should be encouraged to train further especially in evaluating quality (Rogers, 1996, P. 63).

In addition, an organization may have a particular service map. This will give a detailed picture on what is supposed to be done on particular stages in the organization. This makes the whole system to be efficient and reliable. Special consideration should be accounted for before designing the map. Consequently, any problem or weakness highlighted by the customer should be addressed quickly (Rogers, 1996, P. 85). In conclusion, for an organization to succeed in quality management there are several processes to be followed. The customer, employee and competitors are major determinants in this process. Good managers should take note of all aspects involved.

#### Works Cited

Oakland, J 2003 Total Quality Management: Text with Cases, Butterworth-Heinemann, London.

Rawlins, R 2008, Total Quality Management (TQM), AuthorHouse, New York.

Rogers, R. 1996, Implementation of Total Quality Management: A Comprehensive Training Program, Routledge, London.