



# **SNS COLLEGE OF ENGINEERING**

Kurumbapalayam (Po), Coimbatore – 641 107

**An Autonomous Institution**

Accredited by NAAC – UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## **DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY**

**COURSE NAME : 19OE114 –TOTAL QUALITY MANAGEMENT**

**III YEAR / VI SEMESTER**

**Unit 1- Introduction**  
**Basic concepts of TQM**

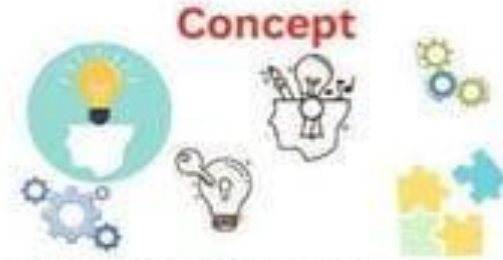


## Basic Concepts of TQM





# TQM six basic Concepts



1. **Top Management commitment** to TQM principles and methods & **long term Quality plans** for the Organization
2. **Focus on customers – internal & external**
3. **Effective involvement and utilization of entire work force (Employee Involvement) - Quality at all levels of the work force.-**
4. **Continuous improvement of the production/business process.**
5. **Treating suppliers as partners**
6. **Establish performance measures for the processes.**



# 1. Top Management Commitment

- Top management should participate and **completely involve in total quality programme**
- Top management must **realize importance of quality**
- Quality is responsibility of **everybody**, but ultimate responsibility is CEO
- Management should **participate in quality improvement teams**
- **Involvement and commitment – meetings,**
- Quality excellence becomes part of business strategy
- **Lead** in the implementation process
- TQM must be **communicated to all the people** in the organization
- **Participate in quality program, develop quality council, direct participation**



## 2. Focus on customers -Customer Satisfaction

- who is the customer – internal and external, **voice of the customer, do it right first time and every time.**
- **Achieving customer satisfaction is the heart of TQM**
- Customer is **always right** – in Japan customer is “King”
- **Customer expectations constantly changing** – 10 years ago acceptable, now not any more!
- Must give customers a quality **product or service, reasonable price, on-time delivery, and outstanding service**
- Need to **continually examine** the quality systems and practices to be responsive to ever – **changing needs, requirements and expectations** – **Retain and Win new customers**





### 3. Effective involvement and utilization of entire work force (Employee Involvement)

- **People** – most important resource/asset
- **Quality** comes from **people**
- **Deming** – 15% operator errors, 85% management system
- **Recognize that each person** -responsible for quality
- **Project teams** – **Quality Control Circles** (QCC), QIT
- **Education and training** – life long, continuous both knowledge and skills
- **Motivational programmes, incentive schemes**
- Conducive **work culture, right attitude, commitment**
- **Quality improvement skill** – effectively participate on quality teams

## 4 - Continuous Process Improvement





## 4 - Continuous Process Improvement

- The quest for **quality is a never-ending process** in which people are **continuously working to improve the performance, speed and number of features** of the product or service.
- Continuous improvement means that **small, incremental improvement** that occurs on a **regular basis** will **eventually add up to vast improvement** in quality.
- TQM is the **management process used to make continuous improvements to all functions.**
- TQM represents an ongoing, continuous commitment to improvement.
- **Better way of doing things –better use** of companys total **quality resource** - more productive
- For this purpose various **quality tools and techniques may be used**





## 4 - Continuous Process Improvement

- **View all work as process** – production and business
- Process – purchasing, design, invoicing, etc.
- **Inputs – PROCESS – outputs**
- Process improvement – **increased customer satisfaction**
- Improvement – 5 ways;
- **Reduce resources, Reduce errors,** Meet expectations of downstream customers,  
Make process safer, make process more satisfying to the person doing



## 5- Supplier Partnership

- **Supplier influencing the company's quality** – partnering relationship should be developed
- 40% product cost comes **from purchased materials**, therefore **Supplier Quality Management** important
- **no business exists without suppliers.**
- Substantial portion quality problems from suppliers
- Need partnership to achieve quality improvement – **long-term purchase contract**



## 6 - Performance Measures

- **Effective management requires measuring**
- Use a baseline, to identify potential projects, **to asses results from improvement**
- E.g. **Production measures – defects per million**, inventory turns, on-time delivery
- **Service – billing errors, sales**, activity times
- Customer Satisfaction
- Methods for measuring
- **Cost of poor quality**



- Quantitative data are necessary to measure the continuous quality improvement activity
- **Performance measure**
- **Productivity**
- **Sales turn over**
- **Absenteeism's**
- **Percent non-conforming**
- **Customer satisfaction**





- **Award Models** (MBNQA)
- **Benchmarking** – grade to competitors, or best practice
- **Statistical measures** – control charts, Cpk
- **Certifications**
  - **ISO 9000:2000 Quality Mgt System**
  - **ISO 14000 Environmental Mgt System,**
  - **Underwriters Lab (UL), GMP**
  - **QS 9000, ISO/TS 16949**



## Key points

- **Top Management commitment - Involvement and commitment**
- **Focus on customers – internal & external - King**
- **Employee Involvement – Recognize, Motivation, commitment**
- **Continuous improvement- small, incremental improvement , regular basis**
- **Treating suppliers as partners - no business exists without suppliers**
- **performance measures -Effective management requires measuring**



# THANK YOU