



UNIT 2004 – AN INTRODUCTION TO CONTINUOUS IMPROVEMENT AND QUALITY (1 DAY)

Continuous improvement is concerned with how organisations can respond to change, and to demands for ever higher quality and greater efficiency in the ways in which they work. According to Dr. Deming, the originator of the TQM movement, “Quality is *everyone’s* responsibility”.

Delegates will be introduced to basic principles, and why continuous improvement is a business imperative as external economic pressures bears down on industry.

Target Audience:

This Unit is suitable for people at all levels of the organisation, strategic or senior managers and their representatives, or anyone who has responsibility for informing corporate decision-making relating to the introduction or improvement of service, quality, standards or process improvement.

On completion of this Unit delegates will be able to:

1. Identify ways of measuring service quality
2. Identify ways of improving the customer experience
3. Explain the relationship of quality of service provision to activity based costing/value based management
4. Describe how Total Quality Management processes can be used as drivers of organisational sustainability
5. Describe how standards and quality specifications can be utilised to measure performance
6. Define the process of continuous improvement and analyse how it can be used to benefit the performance of internal stakeholders, the supply chain and the customer experience
7. Describe how customer demand and customer focus can be utilised to improve the service offering
8. Describe a methodical approach to identifying customer expectations, and quality of service offering. Address the issues raised, and suggest ways of improving customer service and the customer experience.