

€ TRAINING

Implementing TQM in Service Departments



18 - 22 November 2024
Casablanca (Morocco)
New Hotel



Implementing TQM in Service Departments

REF: A1142 DATE: 18 - 22 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program is designed to equip professionals with the knowledge and skills needed to implement quality assurance and TQM principles in service-oriented environments. It empowers them to lead quality improvement initiatives with confidence.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the principles and practices of quality assurance and TQM in service departments or industry settings.
- Develop tailored quality plans and process improvement strategies for service delivery.
- Implement customer-centric quality assurance approaches to enhance service quality and satisfaction.
- Engage employees in quality improvement efforts and provide effective training and support.
- Establish mechanisms for measurement, evaluation, and continuous improvement in service quality.

Targeted Audience:

- Service department managers and supervisors.
- Industry professionals responsible for service quality assurance and improvement.
- Customer service representatives and frontline staff.
- Quality assurance personnel transitioning to service-oriented roles.
- Organizations seeking to enhance service quality and customer satisfaction.

Program Outline:

Unit 1:

Introduction to Quality Assurance and TQM in Service Departments or Industry:

- Overview of quality assurance principles and TQM concepts in service departments or industry settings.
- Understanding the unique challenges and opportunities for implementing quality practices in service-oriented environments.

- Importance of customer satisfaction and service quality in achieving organizational objectives.
- Exploring key components of TQM, including leadership commitment, continuous improvement, and employee involvement.
- Case studies and examples demonstrating successful implementation of quality assurance and TQM in service sectors or industries.

Unit 2:

Quality Planning and Process Improvement in Service Departments or Industry:

- Developing quality plans tailored to service departments or industry-specific processes.
- Identifying critical quality factors and performance metrics for service delivery.
- Implementing process improvement methodologies such as Lean Six Sigma in service environments.
- Conducting service process mapping and analysis to identify inefficiencies and opportunities for improvement.
- Establishing mechanisms for feedback and customer input to drive service quality enhancement.

Unit 3:

Customer-Centric Quality Assurance in Service Departments or Industry:

- Understanding the role of customer feedback and satisfaction measurement in service quality assurance.
- Implementing customer-centric quality assurance strategies, including service level agreements SLAs and service quality standards.
- Utilizing customer relationship management CRM systems to track and manage customer interactions and feedback.
- Addressing customer complaints and service failures through effective problem-solving and resolution processes.
- Incorporating customer experience management principles into service quality improvement initiatives.

Unit 4:

Employee Engagement and Training for Quality Excellence in Service Departments or Industry:

- Engaging employees in quality improvement efforts through training and development programs.
- Empowering frontline service staff to identify and address quality issues in real-time.
- Implementing recognition and reward systems to incentivize quality performance and innovation.

- Providing ongoing training on quality assurance principles, customer service skills, and process improvement techniques.
- Fostering a culture of continuous learning and improvement among service department or industry personnel.

Unit 5:

Measurement, Evaluation, and Continuous Improvement in Service Departments or Industry:

- Establishing performance metrics and key performance indicators KPIs for monitoring service quality.
- Conducting regular evaluations and assessments of service department or industry performance against quality standards.
- Implementing corrective and preventive actions to address quality gaps and non-conformances.
- Leveraging technology and data analytics to drive continuous improvement in service delivery processes.
- Developing a framework for sustaining quality assurance and TQM practices in service departments or industry settings.