



BHARATHIDASAN UNIVERSITY
Tiruchirappalli- 620024,
Tamil Nadu, India

Programme: M.A.HUMAN RESOURCE MANAGEMENT

Course Title :Total Quality Management

Course Code :22HRM4CC17

UNIT - V
Implementing TQM

Dr. T. KUMUTHAVALLI
Associate Professor
Department of Lifelong Learning

Implementing Total Quality Management (TQM)

Agenda

- Customer Satisfaction and Focus
- Customer Perception on Quality
- Customer Retention Strategies
- Quality Audit
- Quality Awards
- ISO Standards: 9000, 2000, 14000
- Employee Involvement
- Motivation, Empowerment, and Recognition
- Reward Systems

Customer Satisfaction

- Definition:
 - - Meeting or exceeding customer expectations
- Importance:
 - - Drives loyalty and retention
 - - Enhances reputation

Customer Focus

- Principles:
 - - Understanding customer needs
 - - Aligning processes to deliver value
- Strategies:
 - - Regular feedback mechanisms
 - - Personalized experiences

Customer Perception on Quality

- Factors Influencing Perception:
 - - Product reliability
 - - Service excellence
 - - Brand image

Customer Retention Strategies

- Methods:
 - - Consistent quality delivery
 - - Proactive issue resolution
 - - Building long-term relationships

Quality Audit

- Purpose:
 - - Assess compliance with quality standards
- Components:
 - - Process evaluation
 - - Product inspection

Quality Awards

- Examples:
 - - Malcolm Baldrige National Quality Award
 - - Deming Prize
- Significance:
 - - Recognizes excellence
 - - Motivates continuous improvement

ISO Standards Overview

- ISO 9000: Quality management systems
- ISO 2000: IT service management
- ISO 14000: Environmental management

ISO 9000 Series

- Key Elements:
 - - Customer focus
 - - Leadership
 - - Process approach
- Benefits:
 - - Improved efficiency
 - - Enhanced credibility

ISO 14000 Series

- Purpose:
 - - Environmental sustainability
- Features:
 - - Waste reduction
 - - Regulatory compliance

Employee Involvement

- Importance:
 - - Fosters ownership of quality
 - - Enhances innovation
- Approaches:
 - - Participation in decision-making
 - - Team-building initiatives

Motivation

- Theories:
 - - Maslow's Hierarchy of Needs
 - - Herzberg's Two-Factor Theory
- Applications:
 - - Incentives and rewards
 - - Clear career paths

Empowerment

- Definition:
 - - Delegating authority to employees
- Benefits:
 - - Faster decision-making
 - - Increased accountability

Recognition

- Methods:
 - - Verbal appreciation
 - - Employee of the Month programs
- Impact:
 - - Boosts morale
 - - Reinforces positive behavior

Reward Systems

- Types:
 - - Financial: Bonuses, salary increments
 - - Non-financial: Certificates, public acknowledgment
- Best Practices:
 - - Align rewards with goals
 - - Ensure fairness and transparency

Integrating TQM Practices

- Steps:
 - - Assess current processes
 - - Set measurable objectives
 - - Train employees

Challenges in TQM Implementation

- Common Issues:
 - - Resistance to change
 - - Lack of leadership commitment
 - - Insufficient resources

Benefits of TQM Implementation

- Organizational Gains:
 - - Improved customer satisfaction
 - - Enhanced operational efficiency
 - - Greater market competitiveness

Conclusion

- Summary:
- - TQM is a holistic approach to quality management
- - Requires active involvement of all stakeholders
- - Ensures sustained organizational excellence