

TOTAL QUALITY MANAGEMENT ON CUSTOMER SATISFACTION

Atul Kumar¹, Atul², Vinay Kumar³

³Project Guide, Department Of Mechanical Engineering, Mahavir Swami Institute Of Technology

ABSTRACT: *The purpose of the paper is to explore the relationship between the implementation of total quality management and organization performance and effect of workers while accepting this relationship, also we study the need & benefits of installation of TQM in the organization. Also in this paper main focus on how the TQM effectively implemented in any organization and what are the factors can influence the customer satisfaction and perception about any product, because customer satisfaction is very important if customer will not satisfied about any product regarding its working , availability , maintainability and reliability then firm can easily loose its reputation in the market , so for avoiding this paper tells how the TQM effectively implemented and what are the factors can influence the customer satisfaction. Consequently, we hope that effective knowledge sharing capacity in the companies would enable improved work processes and better manufacturing practices. Hence, efficient TQM and implications for customer satisfaction.*

Key words: *TQM, implementation, training of quality, quality council, customer satisfaction and perception, customer retention.*

I. INTRODUCTION

TQM has been accepted throughout the world these days. It is a systematic approach of managing the whole procedures of manufacturing in order to achieve the excellence in the final product that's why many modern companies are willing to adopt the TQM as a way of life. As we know the quality standards do not remain same for ever. They are to modify and change according to requirement and satisfaction of customers so in order to understand this ISO:9000 series standards are an attempt to help the industrial organization in order to adopt the TQM technique.

TQM analyses by its three words

T=whole

Q=quality or degree of excellence of product during its functionality

M= manner of handling and controlling the process.

So, TQM is art of managing the whole to achieve the degree of excellence.

Basically, TQM is the total involvement of whole organization together even the customers in order to achieve the quality excellence of product by promoting quality culture through quality circles and also workers and supervisor have to be trained according to demand of new technologies.

TQM implies an organizational obsession with meeting the customer needs and its satisfaction. Understanding the customer needs and its demands is essential to winning any

business. Customer satisfaction means giving the product which have good quality as well as reliability (it will be intended to proper function in a given intended period of time). An organization must give its customer quality product, better service, on time delivery, on time repairing. To obtain this level an organization must implement the better TQM technique.

II. IMPLEMENTATION

Implementation of TQM management begin from senior management epically CEO's of the company. Leadership is important during every stage of process from top to bottom of workers, if there is any lack of involvement of any stage of peoples leads to failure of quality improvement efforts.

Starting with senior management, senior managers must have good knowledge about the TQM concept. In addition to former education, managers should visit the TQM organization for understanding the concept also they read the articles, books and attend the seminar for better understanding the concept. after completing thus, the next step for senior managements is to develop the implementation plan.

The next step is the formation of quality council. In order to build the culture like core values, vision statement, mission statement, a quality council must be established for achieving this purpose.

For better implementation of TQM, the active involvement of middle managers like supervisor is essential it will because, middle managers form the enduring link of communication between the senior managers and the workers. Without active involvement of middle managers, the TQM effort will fail. Senior managers need to ensure that the managers of all level have equal opportunity to insight their own TQM plans and having complete skills and knowledge about TQM and skills necessary to become the leader of their union.

If there is a union, then senior managers need to involve the union leaders for discussions of implementation of TQM. As the TQM efforts progresses, managers and union leader should work on quality improvements technique in order to attain the better-quality product.

At all the stage of implementation TQM managers should talk all the stages of managers to ensure that permeation is going good or not and take feedback about thus TQM technique also for implementing this every one needs to be

trained by quality awareness and the problem-solving technique, this training is done by the organization at different level so that each level have required skill about this management technique.

III. TRAINING FOR QUALITY MANAGEMENT

In the organization most of the time quality problems in manufacturing and use and it is common to blame the worker. This can easily destroy the reputation of the company, in that case organization should continuously work on the quality improvement program and give the training to the workers at all level and tell them about the new technologies, market demand, and teach the about the new generation of machine so that they can easily operate the advance machines. In fact, training forms the back bone of quality.

Everyone working right from top to level down to worker need to be trained periodically. Due fast technological development. Thus, TQM must teach to every one because every one has to play equal role in quality improvement.

4.1 OBJECTIVE OF TQM TRAINING

The objectives of properly organized trainings program are:

- Provide an equal opportunity for free communication on quality issue raised during the training program.
- For development of mutually relationship between the all level from CEO to workers this will improve the confident and enhance the relationship between the leaders of different stage.
- To generate the creative ideas helpful in diagnosing and solving the quality related problems.
- To provide the opportunity for self-development and confident building.
- To create the awareness about quality problems and its challenges, customer satisfaction, and skills needed to solve these problems easily and effective way.

IV. QUALITY COUNCIL

In order to build the better-quality awareness into the culture, a quality council must be established by the organization. In atypical organization quality council is established by the CEO and the senior managers of functional area like design, production, inspection, manufacturing, assembly etc. A coordinator is necessary for management all of these things it should be a bright young person with good potential. In addition, the coordinator will ensure that the teams are empowered and known their responsibilities and all the workers have require skill for achieving the quality goal.

In general, the duties of quality council are:

- Create the total education and training program.
- Determine the quality of product and how to solve the problem regarding the quality.
- Developed the quality awareness among the workers of different stages.

- Continually determine those products that improve the process and specially those which can affect the external and internal customer.
- Establish the project team or work progress teams and monitor their progress report.

V. CUSTOMER SATISFACTION & ITS PERCEPTION

5.1 Customer, customer is of two types – external and internal. An external customer can identify in many ways one who buy the product and service, the one who use the product and service. For an example a child never buys mobile phone but it will use it. An internal customer is very much important. Every function weather designing, assembling, inspection there is always a customer who receives the goods from each step and provide the feedback about the product.

On the basis of TQM an organization focus on customer satisfaction, both internal and external. In ideal organization, employee should focus on the needs and satisfaction of both the customer in order to obtain the best quality of product, employee need to get feedback from the customer about some questions like

- What do you do with my output is it good for you or not?
- What do you expect from this product?
- What is the quality of this product?
- Is there any improvement need in this product?
- Is there any gap between what do you need and what do you get?



VI. CUSTOMER SATISFACTION ORGANIZATION DIAGRAM

The organizational diagram just shows how the important the customer is to an organization.

6.1 Perception of customer, on the basis of concept of TQM implies there is no acceptable quality level because the customer's needs, demands, value and expectation changing and becoming more demanding as the time passes. By researching and market survey a customer can satisfied only by following factors

On the basis of TQM management technique this are the six factors which are responsible for the customer satisfaction, failing in any of the factor may lead to dis satisfied the customer

Performance – performance involves the fitness of use, means it is a probability of product to give the satisfactory performance for a specific period of time under the specific condition. Other aspects like, availability (it defines as the continuity service of a product and any equipment to the customer), reliability (which is freedom from failure over a given period of time or in its functionality periods), maintainability (it is a probability of product to restores its effectiveness working within a given period of time).

Features – features are the secondary characteristics of a product. Feature means the new technologies or for what the product to be made, for example the primary function of automobile is transportation. Features of any product plays very vital role in customer satisfaction because if the product fails to provide the require feature then customer dissatisfied and maybe it will not buy any product from that company and loosing a one customer leads to heavy loss in company profile in the arena of completion.

Service – service is nothing but providing the facilities to the customer after the product is sold. It includes the warranty, replacement, and maintain ace of product if the fault is occurred in the product. Providing excellent customer service is different from and more difficult to achieve than excellent product quality. Organization that emphasize service never stop looking for and finding ways to serve their customers better, if their customer is not complaining it will because providing the better service is only way to satisfied the customer after the product sold.

Warranty – The product warranty represents an organization promise to the customer about the product. Ideally, it also represents a public commitment to guarantee the level of service sufficient to satisfy the customer. A warranty forces the organization to think and focus on customer demands and needs and the product service quality. A warranty generates feedback by providing information about the product functionality and its service.

Price – today's customer is found better facilities on relevant price. For this customer constantly evaluating the different organization's price and of products and its service to determine who provide better facilities on relevant price. On going efforts must be made by TQM team to identify the customer needs, perception and how they will be satisfied.

Reputation- most of us find ourselves rating organization by our overall experience with them. Total customer satisfaction based on the overall experience with the organization. Customer are willing to pay or buy a product from the trusted brand name and often become the customer of life. for example, my father only buys a phone of Nokia brand in its entire life it will so because of Nokia providing the better facilities and also it has good reputation in the market.

Feedback – customer feedback must be done continuously. Customers continuously change. They change their minds, their expectations, their needs, them believes, their suppliers.

Feedback enables to customers to do:

- Discover the customer needs.
- Determine the opportunity for improvement.
- Discover relative problems.
- Demand of the market.
- Compare performance with the competitors.

VII. CUSTOMER RETENTION

Customer retention is more powerful and important than customer satisfaction. Customer retention represent the activities which is necessary for customer satisfaction that creates the customer loyalty, believes, which actually improve the reputation of the product. Market survey, groups, interviews and observation helps us to determine the customer demand and its expectation. Therefore, customer satisfaction should also be measure on a hard scale of market survey, level of retention and number of referrals from customer customers. Customer retention takes the customer retention on a next level by determine what is truly important to customers and making customer happy about its product and it also make the connection between the customer demand and bottom line.

VIII. CONCLUSION

We except finding in the paper having concrete explanation of TQM on the customer satisfaction. This paper helps the firm for understanding the importance of TQM on customer satisfaction and we also hope that the findings will provide indications of specific relationships between intention to share knowledge and TQM, which will enable more information that could be used by industry practitioners in their effort to enhance knowledge sharing as a mechanism to enable effective TQM. Findings from this study would be valuable to manufacturing companies in identifying and establish ground works to enable knowledge sharing among employees. If firms are able to develop enabling culture that encourages knowledge sharing among employees, work processes could improve as more employees learn to communicate more openly and share more information relevant to achieving the objectives of the specific business units in the firm. As separate business units achieve their respective objectives, this in tum could lead to improved overall business processes and could influence TQM practices. Enhanced TQM could lead to reduced inefficiencies in the value chain as business processes become more streamlined. Consequently, the firm would begin to enjoy the benefits of TQM.

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