

## Quality is Not Free

We know that producing something without defects is not free - it has a cost! That cost comes in many forms that affect our customers, products, services, image, and our people. To achieve quality improvement, there are several focus items: getting your team to understand work activities; driving zero defects in products and services; ensuring that information is up-to-date and factual; and visually displaying results for everyone to address quality in a consistent manner.

Total Quality Management (TQM) and TQM systems have had their successes and failures over the years because quality improvement is not a quick fix. It is a journey! Three key areas are:

1. participative management,
2. continuous process improvement, and
3. the utilization of teams that affect your business processes, people, management systems, and performance measurement.

Without question, Total Quality Management approaches and systems can provide:

1. consistency in products and services,
2. quickly identify problem areas that are auditable,
3. reduce costs through rework, and
4. improved customer satisfaction.

Improving customer' satisfaction is a sure way to delight and grow your business; improve your margin; and minimize risk by making your products and services more competitive. These all affect your bottom-line as we see that in today's market place.

Companies that have successfully implemented quality improvement programs and systems have been able to respond to rapidly changing markets to ensure customer satisfaction. Information By Design can help jump start your business and its journey to become a company that sets itself apart by achieving excellence and improved performance. Our services can help you to improve your business processes, the information, the systems, and decisions that are so important in improving your process that delight your customer.

To learn more about how IBD can benefit your TQM efforts, contact us.

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