

TOTAL QUALITY MANAGEMENT



Dear participants,

we are glad to have you with us in the process of learning the concepts and skills necessary to perform your Role, responsibilities and functions as a Total Quality Management Professional.

This programme guarantees measured improvement indifferent levels of your sales activities. You will be Exposed to many enlightening tools that are unmatched in the measured results they will produce for you and your Organization.

This is a completely interactive programme and therefore you are requested to be open minded, sharing Your ideas and experiences, asking questions and hence being hundred percent participative.

Approved by



TOTAL QUALITY MANAGEMENT

1. TQM Definition

- TQM Elements for Success
- Continuous Improvement Process
- TQM History

2. TQM Implementation

- PDSA/PDCA

3. Customer Satisfaction

- Types Of Customers
- Ways To Get Feedback From Customers
- Comment CARD
- Customer Questionnaire
- Focus Group
- Toll Free Phone No.
- Customer Visits
- Customer Service Report Cards
- Employees Feedback

4. Using Customer Complaints

- Mass Customization
- Modular Design
- Delayed Differentiation
- Over The Wall Design



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5. The 6 Steps To Customer Quality

- Customer Service Research
- Applying Customer Service Metrics
To Improve Customer Experience (CX)

6. Performance Measures

- Balanced Scorecard An Overview
- Balanced Scorecard Basics
- Creating The Strategy Map
- Good Performance Measurements
- The Final Scorecard Components

7. The 'Seven Simple Tools'

- Process Maps
- Cause and Effect
(Ishikawa / fishbone) Diagrams
- 5 Whys
- Check Sheets
- SIPOC
- Graphs and Histograms
- Pareto Charts

DURATION: 24 hours Course Fee: AED2850

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Ministry Registration: AED100

Certification By: Ministry of Education, Dubai (KHDA)

AIBM Certificate (Optional) - 950 AED

Course Material: Books Practice sessions with Forms

Illustrations and Case Studies