

# **Quality Management for services**

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- Does assurance matter**

# Merchandise quality

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- National, regional, international standards for products
- National, regional, international and consortia standards for systems
  - ISO 9000, ISO 14000
  - HACCP, ISO 22000
  - BRC, Eurepgap
- Easy to verify, to certify

# Service Quality

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- **Bad experience** gives company or country a bad name
  - A **bad** experience gets told **30 times**
  - A **good** experience gets told **4 times**



**Losses all round**

- Income
  - Foreign exchange
  - Jobs
- } **= POVERTY**

# Service quality

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□ Which **Standards**?

□ How **Verified**?



□ “Selling proposition” based on own quality system

□ No quality infrastructure that parallels that of merchandise sector

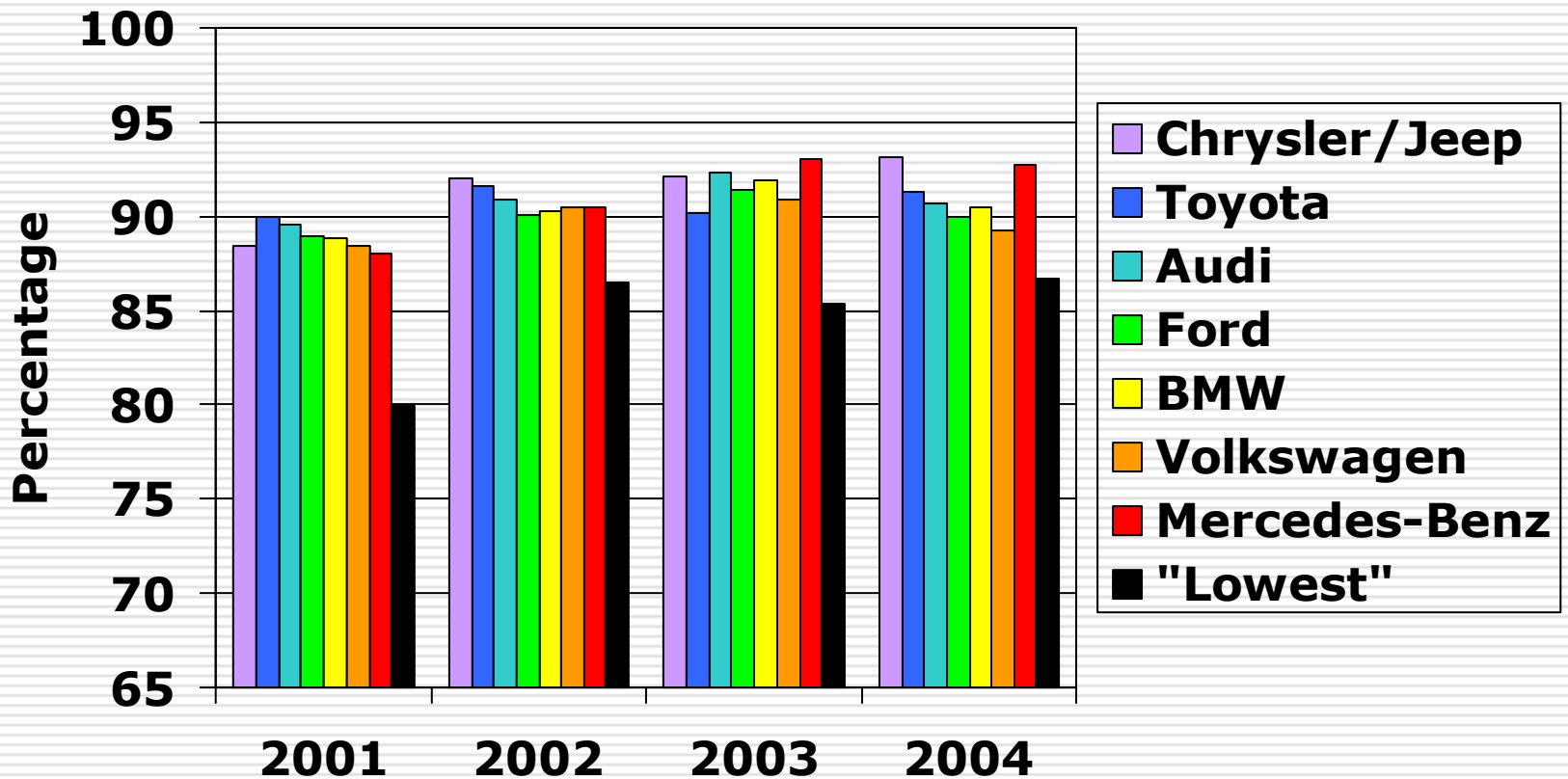
# Service quality assessment

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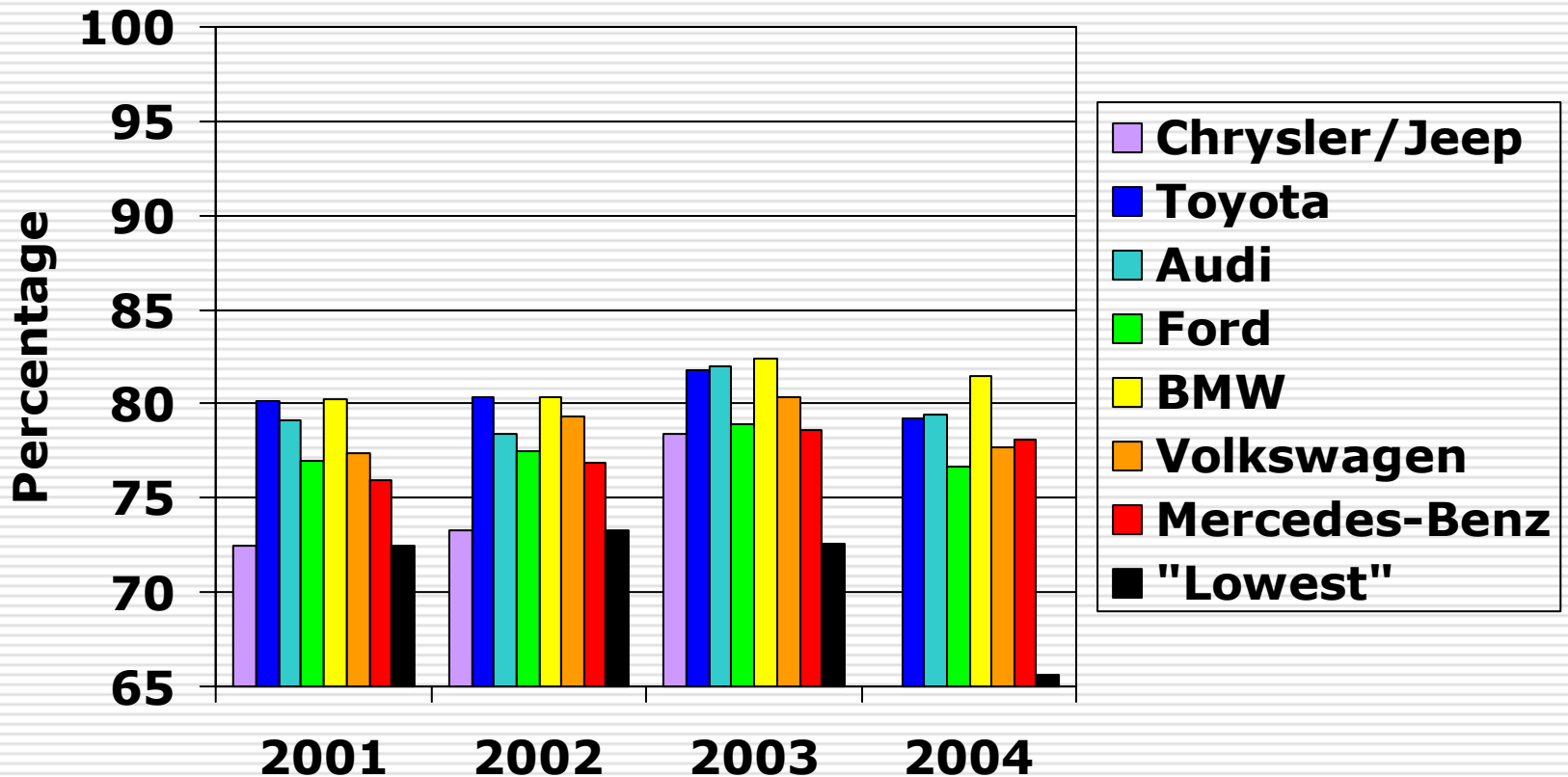
- Self assessment?
  - Star system for hotels
  - 25 beds – kitchen open 24 h – what is quality?
- Private organization assessment?
  - Michelin Guide, AA Guide?
  - Objective?

# Motor Vehicle Sales (Customer Satisfaction Index)

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# Motor Vehicle Servicing (Customer Satisfaction Index)



# The Proposition

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- Service quality vested in service provider
- Public sector to initiate a quality assurance programme for service sector
- Programme designed and implemented in full partnership with “service coalition”

# Focus of the programme

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- ❑ Building awareness to reinforce quality of performance
- ❑ ISO 9000 certification available at reasonable cost
- ❑ Create advisory capacity
- ❑ Maintain information programmes
- ❑ Support development of “private” quality standards



Let the debate begin!