

QSASM

QUALITY OF SERVICE AUDIT

*Listening
to the
Customer*

Gallup QSA India

You need 8 minutes
to glance through this
big-print easy-to-read
booklet.

This booklet tells you
what QSA is
and why it is a new
philosophy for
quality-conscious
management.

It tells you how QSA is
essential for the survival,
growth and success of
your organisation
in these swiftly
changing times.

Do you think quality is
the most important
challenge that your
organisation faces?

Management surveys
show that 96% of CEOs
do think so.

When quality *as determined by the customer* was not recognised as the most important challenge, this is what happened to the American industry and economy:

US-invented technology	US Share of domestic market (%)			
	1970	1975	1980	1987
Phonographs	90	40	30	1
Colour TVs	90	80	60	10
Audiotape recorders	40	10	10	0
Videotape recorders	10	10	1	1
Machine tool centres	99	97	79	35
Telephones	99	95	88	25
Semiconductors	89	71	65	64
Computers	NA	97	96	74

SOURCE: The US Commerce Dept's Council on Competitiveness

How well you understand the quality challenge will determine your organisation's survival, growth and success in the face of fierce competition in the national and international marketplace.

We all know that quality is no longer just:

- a nice word
- a notion of excellence
- a defect-free product or service
- a statement of one's sincere intentions
- a problem straddling both process and HRD.

Compliance with basic requirements of accuracy (zero defects), reliability and 100% dependability is simply not enough for companies to achieve growth.

Quality Circles, ISO 9000 Certification, Quality Audits or TQM are crucial to face the quality challenge.

But how do you measure their effectiveness?

Increasingly, dimensions
such as speed,
innovation, trust and
discovery have
become key ingredients
of customer satisfaction.

And customer
satisfaction *is* quality.



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QSA can make all the
difference between your
quality programme
merely achieving
cost reduction
and
achieving
asset and revenue
growth.

QSA derives its
immense power from a
single, invaluable
insight:

Your customer's
definition of quality
is the only definition
that counts.

QSA brings to you the
Voice of the Customer

Who is your "Customer"?

*The buyer who purchases your
company's product?*

OR

*The client who purchases your
professional services or facilities?*

OR

*The personnel department that
reviews a request for an additional
staff member?*

OR

*The employee who seeks specific
instructions from his supervisor?*

ANSWER:

All of the above.

Anyone who deals with your
organisation in any capacity –
as an insider or outsider –
is your customer.

What exactly is the Quality of Service Audit?

It is another kind of audit
that is just as important
to your corporate
performance and
profitability as the
financial audit.

The quality of your company's service must also be monitored on a regular basis — as accurately, objectively, and in as much detail as your company's finances.

Since quality is judged by customers, external and internal, they must be satisfied and must remain satisfied.

The Quality of Service Audit measures both external and internal customer response on an on-going basis providing you with monthly, weekly — or even daily data.

Thus, problem areas that need attention can be identified and corrections made before they have a negative financial impact.

The QSA is in two
complementary parts:

Customer
Satisfaction
Audit.

Organisational
Development
Audit.

QSA's Customer Satisfaction Audit:

Employing powerful
tools, used in
management research,
to measure your
customer's expectations
of your organisation and
his perceptions of your
ability to deliver results.

CUSTOMER SATISFACTION

Definition: The perceptions
customers have of your
organisation and of your
organisation's products or services.

Desired Outcome: A quality
product or service which satisfies
the needs and expectations of your
customers.

Specific Measurements:
Customers' perceptions of your
organisation — as reflected by over
20 measurements relating to
product or service quality
including:

- Reliability
- Responsiveness and flexibility
- Innovation in service quality
- Logistics information.

QSA's
Organisational
Development
Audit:

Based on the fact that
there is a strong
correlation between
employees' satisfaction
and external customer
satisfaction.

EMPLOYEE SATISFACTION

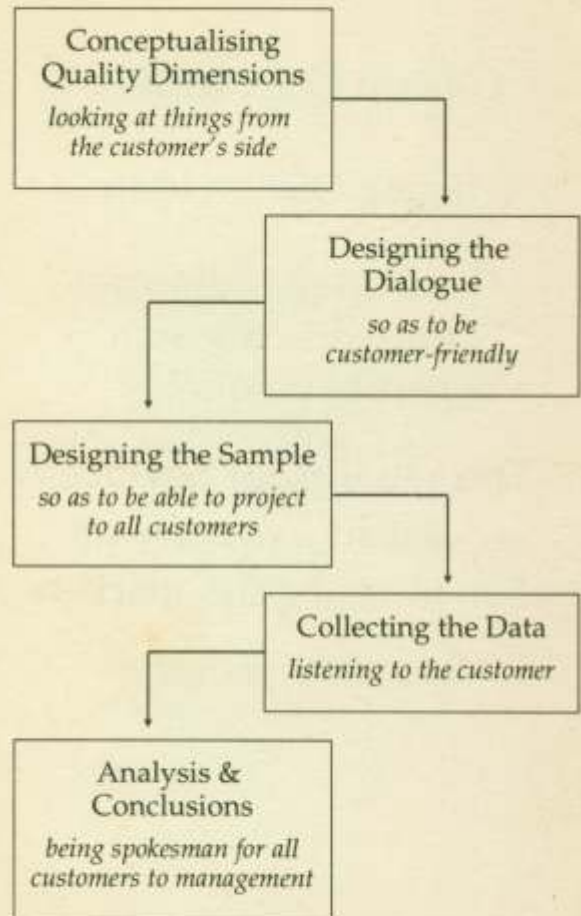
Definition: The opinions and attitudes of employees about the organisation they work for.

Desired Outcome: A quality process which will meet the needs of the organization's quality thrust.

Specific Measurements: Employee perceptions of your organization as reflected by over 15 measurements including:

- Communications
- Appraisal and career planning
- Training and retraining
- Awareness of the organisation's values, vision and strategy.

The Quality of Service Audit Process.



Gallup QSA India.

Bringing QSA to India.

Combining Gallup's
world-wide research
expertise on quality
with

MBA's deep and
extensive knowledge of
Indian industry and markets.

Gallup QSA India.

A joint venture of

Gallup

The Gallup Organization
Princeton, New Jersey, USA

and

NBA

Marketing & Business
Associates Pvt. Ltd
Bangalore, India

Gallup

- the world's largest market research agency
- the pioneers in opinion polling and psephology
- now leaders in QSA; Gallup has employed its size, resources and technical facilities to design and develop state-of-the-art QSA
- with the research industry's best known and most respected name, Gallup QSA India's findings will have credibility and acceptance within India and throughout the world

NBA

- one of India's leading market research agencies
- almost 20 years' extensive experience in applying "western" market research techniques in India
- a full-service research agency working in all segments of the economy — industrial products, consumer products, services
- a track record in customer satisfaction surveys.

If you want to:

- ☐ Assess the effectiveness of your quality thrust,
- ☐ achieve asset and revenue growth by making the full power of QSA work for you,
- ☐ and sustain or achieve leadership status for your organisation....

.... please contact:

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The Spirit of QSA

10 Leaders / 10 Losers : A Quick Quiz

- | | | | |
|--|----------------|--|----------------|
| 1. "Quality is free" | Leader / Loser | 12. "Zero defects is not enough" | Leader / Loser |
| 2. "Everyone is a potential customer" | Leader / Loser | 13. "Products and prices, not service quality is what counts" | Leader / Loser |
| 3. "I must treat all my customers the same" | Leader / Loser | 14. "In order to stay in business all I need to do is be competitive" | Leader / Loser |
| 4. "Our quality goal is zero defects" | Leader / Loser | 15. "We do not want to be the largest but the company with the best customers" | Leader / Loser |
| 5. "Just being the best is enough" | Leader / Loser | 16. "Only best customers are advocates" | Leader / Loser |
| 6. "Every new customer helps" | Leader / Loser | 17. "Quality is an investment, not a cost" | Leader / Loser |
| 7. "More than error-free products and processes, quality is about speed and discovery" | Leader / Loser | 18. "The wisest way to increase business is through the conquest of brand new customers" | Leader / Loser |
| 8. "Let our competition take our poor customers" | Leader / Loser | 19. "Our service delivery system is the most critical component of our Q-score" | Leader / Loser |
| 9. "The way to grow in service quality is through prompt complaint resolution" | Leader / Loser | 20. "Our business is dependent upon the economy" | Leader / Loser |
| 10. "The core of my financial strategy is to bring our costs down" | Leader / Loser | | |
| 11. "We know exactly where we can excel" | Leader / Loser | | |

Leaders agree with: 2, 7, 8, 11, 12, 15, 16, 17, 18, 19.

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