

Unit 3

Topic 3.3.3 The Concept of Quality

Key Terms:

Quality Quality control TQM
 Quality Assurance Wastage

Definition of Quality: Fitness for purpose



How to maintain quality

Quality Control: The checking of products throughout the whole production process. Whole batches may be thrown away if faults found which can be costly but prevent customer dissatisfaction



TQM (Total Quality Management): Everyone responsible for ensuring quality. This reduces costs by cutting wastage however workers need training and can become de-motivated as TQM creates extra work.

Quality Assurance: Quality checked at every stage of production process. Stops errors therefore reducing wastage.

Topic 3.3.4 Good Customer Services

Key Terms:

Product knowledge After sales service Customer engagement

Methods of good customer service

Customer engagement:

Interaction with the customer from staff, therefore staff should:

- Be polite & friendly
- Listen to requests
- Considering how to make the experience for customers more positive



Product knowledge:

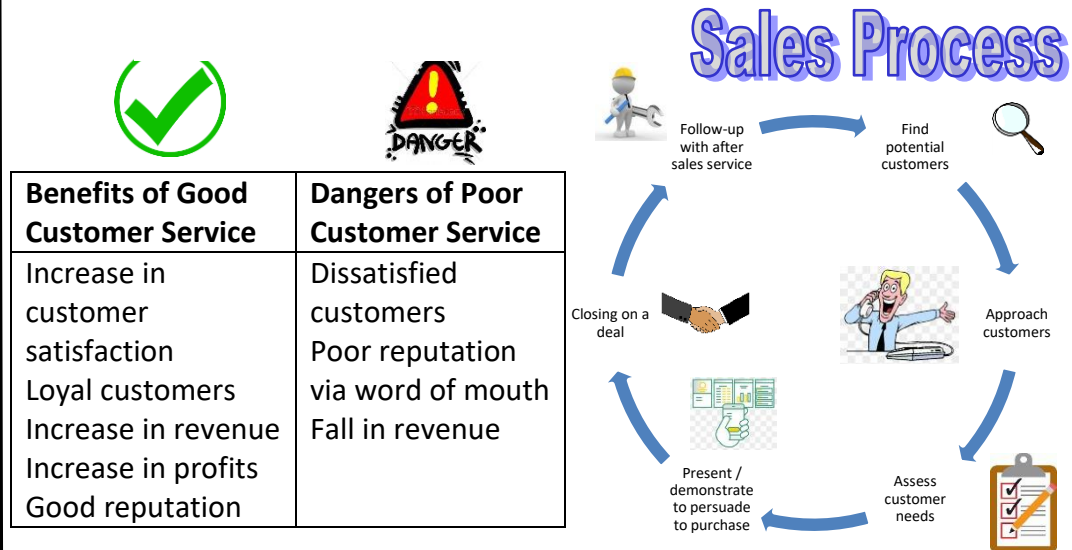
Understanding of the products/services on offer so that:

- customers can be advised and make a choice.
- Questions can be answered quickly
- The customer feels confident purchasing from the business

Post Sales Service:

Customer service after products have been purchased. This can be achieved through:

- User training – teaching the customer how to use the product
- Helplines
- Regular service / maintenance checks



TASK 1

Define the key terms:

Quality Quality control TQM
Quality Assurance Wastage

TASK 2

With reference to the examples below, explain how a consumer will differ in their expectations of different products:

- Heinz tomato soup



- Razor sold for £1 and a razor sold for £10



- Service received in McDonalds and service received in a Michelin star winning restaurant.



TASK 3

Your teacher will inform you of the task

TASK 4

For each of the points around the quality image overleaf consider the BLT impact / effect points you could make for each.

TASK 1

Define the key terms:

Product knowledge After sales service Customer engagement

TASK 2

Have a go at these exam style questions:

- 1) Explain how an increase in a firm's spending on customer service can lead to an increase in profits. (3mks)

Look at Item A below

Bee's Travel is a company that sells luggage over the phone and via its website. When new telesales staff are hired, they are given training in the products that Bee's Travel sells. At the end of their training period, they are given a short test about the products, and are given further training if they don't score over 75%. Bee's Travel aims to answer all enquiries via the website within 24 hours of receiving them, and employs two members of staff whose job is to answer website enquiries.

- 2A) State one thing Bee's Travel does to ensure its sales process is efficient. (1mk)

- 2B) Outline one impact on Bee's Travel of training its staff to have excellent product knowledge. (2mks)

TASK 3

Your teacher will inform you of the task