

Quality Matters

Improving Customer Satisfaction

Keith Harbison, AIFD



The Business Dictionary defines quality as.....

In manufacturing, a measure of excellence or a state of being free from defects, deficiencies, and significant variations, brought about by the strict and consistent adherence to measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements.

.....“Quality is nothing more or less than the perception **the customer** has of you, your products, and your services!”

Quality Program



Customer's and Producer's Interpretation



Customer's may focus on the quality of the product/service or comps in the marketplace

Producers will measure the degree to which the product/service was produced



- **Quality Planning**
 - Developing goods to meet or exceed customer expectations
- **Quality Assurance**
 - Monitoring production to make sure all products and services meet standards
- **Quality Control**
 - Focus on the finished product – defect free, meets specs
- **Quality Improvement**
 - Weeding out what is not working – improve or remove

Quality is critical to Satisfied Customers

- Customers consider more than price
- Quality is a factor
- Establish your reputation
- Meet or exceed Industry Standards



Define Quality

- Need to be crystal clear with rank and file
- Establish guidelines to core values
- Lack of guidelines allows for interpretation



Collect and Analyze Data

- Customer feedback
- Surveys
- Follow up calls
- Share results



Invest in Capacity

- A business stretched thin on resources will never over deliver
- Quality somewhat depends on the ability to exceed expectations
- Plan in anticipation of revenue
- Don't lose or disappoint customers



Promote from within

- Develop talent with your company core values
- Mentoring by best performers
- Reduce turnover



Celebrate Victories

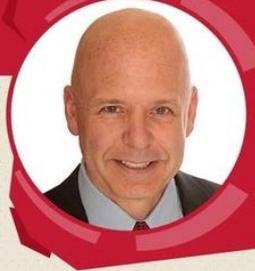
- Share with everyone from the top down
- Reward positive behavior
- Don't only harp on poor performance
- Include all employees in brainstorming improvements and solutions



Good Advice



SHEP HYKEN
Customer service expert



“A customer service apology is stronger with a personal touch ”

“The best advertising you can have is a loyal customer spreading the word about how incredible your business is ”

“Customer service isn't a department, it's a philosophy!”

“There is a big difference between a satisfied customer and a loyal customer ”

Customer service isn't a department, it's a philosophy!

If you do build a great experience, customers tell each other about that. Word of mouth is very powerful

JEFF BEZOS
founder of Amazon



“We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better ”

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful”

“The best customer service is if the customer doesn't need to call you, doesn't need to talk to you. It just works ”

Customer service is a voluntary act that demonstrates a genuine desire to satisfy, if not delight, a customer.

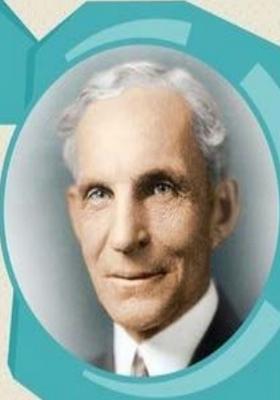


STEVE CURTIN
Customer service enthusiast

“Customer service is a voluntary act that demonstrates a genuine desire to satisfy, if not delight, a customer ”

“Customers do not expect employees to go out of their way during every interaction. Most customers simply want to receive the product or service ordered at the time and price expected ”

HENRY FORD
founder of the Ford Motor Company



“It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages ”

“Failure is simply the opportunity to begin again, this time more intelligently ”

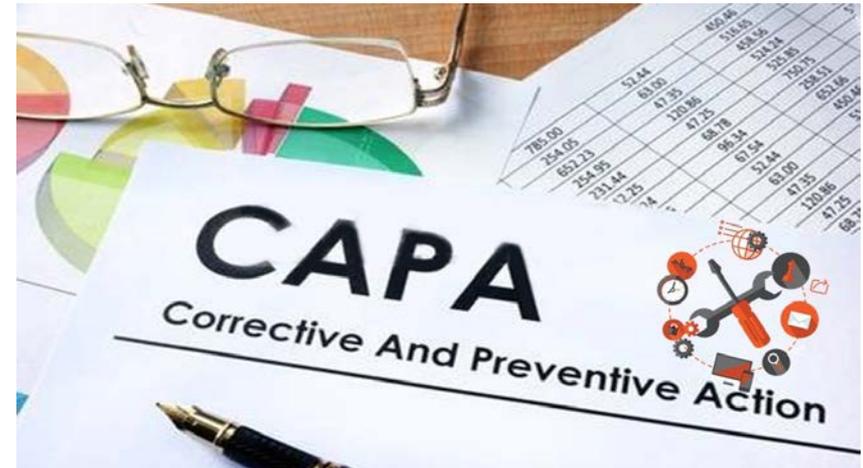
“Quality means doing it right when no one is looking ”

Quality means doing it right when no one is looking.

CORRECTIVE AND PREVENTIVE ACTION (CAPA) PROCEDURE

Corrective and preventive action (**CAPA**, also called corrective action/preventive action or simply corrective action) consists of improvements to an organization's **processes** taken to eliminate causes of non-conformities or other undesirable situations.

- Identify the Issue
- Root cause analysis
 - Create a fear-free environment
 - Collect information
 - Ask questions
- Preventative Action Plan
 - Appropriate course of action
 - Approve plan
 - Implement the plan
 - Measure effectiveness



Quality Checkpoint!

Do you have a system?

- Set expectations
- Receiving the order
- Order queue
- Prioritize
- Communication



Quality Checkpoint!

Did you deliver what was promised?

- Design shape and style
- Flower varieties
- Colors
- Scale
- Message card
- Add-ons/Extras



Quality Checkpoint!

Were the design components correct?

- Care and handling
- Quality product free from defects
- Mechanics
- Professional design



Quality Checkpoint!

Did I deliver the promise?

- Packaging
- Address verification
- Routing
- Time
- Appearance
- Communication



One last quote.....



**Quality is not an act, it is a
habit.**

Aristotle

Questions???

Contact: Keith Harbison, AIFD

Sr. Manager, Quality Assurance Florist Division

Email: kharbison@ftdi.com