

Webinar on

Using Total Quality Management For Competitive Advantage

Date : July 22, 2021

Areas Covered

Implementing a Total Quality Management System

- Customer Emphasis*
- Employee Involvement, Process-Centered*
- Developing an Integrated System*
- Using a Strategic and Systematic Approach*
- Striving for Continual Improvement*
- Making Decisions Based on Facts and Data Developing a Communications Strategy*



The Use of Human Sigma as Part of a TQM Program

- Managing the Employee-Customer Experience in Tandem*
- The Role of Emotion in the Employee-Customer Interaction*
- Measuring and Managing the Employee-Customer Interaction at a Local Level*
- Measuring the Effectiveness of the Employee-Customer Interaction and its Relationship to Financial Performance*
- Improving Local Performance Through and Transformational Interventions*



Specific Management Interventions for TQM Programs

Action Planning

Training

Coaching

*Employee-Manager Selection, Development
Promotion*

Succession Planning

This webinar helps persons responsible for its organization's Total Quality Management Program to integrate customer and employee concerns into its initiatives.

PRESENTED BY:

Bob Churilla - is a partner in conflict management and organizational development firm, Conflict Resolution Professionals Group (CRPG). In addition, Bob is a Visiting Professor at a private University. Bob has worked with the United States Postal Service, Veterans Administration, Transportation Security Administration, and the Equal Employment Opportunity Commission as a mediator and consultant.

Date : July 22, 2021

Time : 01: 00 PM EST

Duration : 90 Minutes

Price: \$149

Webinar Description

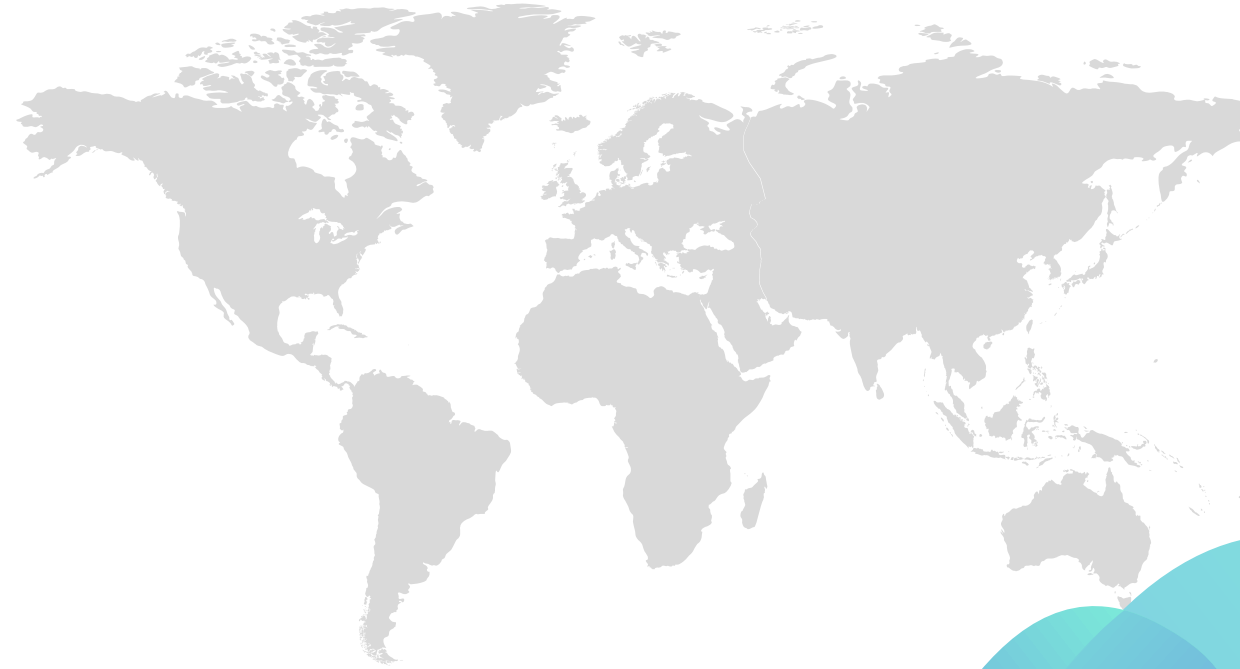
Most organizations recognize the importance of satisfying customers if they are to achieve financial performance goals. What is not as well-known is the importance of adopting Total Quality Management Programs with both the customer and the organization's employees in mind. Satisfied employees make satisfied customers possible. Therefore, it is imperative that the employee-customer interaction be treated as a single unit in implementing Total Quality Management initiatives. This webinar helps persons responsible for its organization's Total Quality Management Program to integrate customer and employee concerns into its initiatives. The webinar will also help identify appropriate interventions that can assure customer and employee satisfaction.

Total Quality Management is usually thought of in terms of manufacturing. While this is still true it can also be applied to employee-customer relationships. Good customer service comes from recognizing the importance of having happy employees that contribute to satisfied customers.



Who Should Attend ?

- *Product Managers*
- *Retail Managers*
- *Project Managers*
- *Customer Service Personnel*
- *Airlines Personnel*
- *Quality Control Personnel*



Why Should You Attend ?

After attending this live webinar you will be able to :

- *Discuss the key elements of a Total Quality Management Program*
- *Describe Human Sigma and its relationship to employee-customer interactions*
- *Recognize the importance of integrating a Total Quality Management Program that emphasizes both the customer and the organization's employees*
- *Identify specific management interventions for a successful Total Quality Management Program*



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