



# **TOTAL QUALITY MANAGEMENT (TQM)**

**Driving Continuous Improvement  
& Customer Satisfaction**

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# INTRODUCTION TO TQM

- What is Total Quality Management?
- Importance of Quality in Business
- Core philosophy: Customer-focused, continuous improvement



# KEY PRINCIPLES OF TQM

1. Customer Focus
2. Total Employee Involvement
3. Process-Centered Approach
4. Integrated System
5. Strategic and Systematic Approach
6. Continuous Improvement
7. Fact-Based Decision Making
8. Effective Communication



# TQM VS TRADITIONAL MANAGEMENT

- **Traditional:** Focus on Output, Top-Down Decision, Short-term Goals
- **TQM:** Focus on Process & Customer, Team-based Decisions, Long-term Quality



# BENEFITS OF TQM

- Improved product quality
- Higher customer satisfaction
- Lower costs
- Better employee morale
- Enhanced reputation



# TQM TOOLS AND TECHNIQUES



- PDCA (Plan-Do-Check-Act)
- 7 Quality Tools:
  - Cause & Effect Diagram
  - Check Sheet
  - Control Charts
  - Histogram
  - Pareto Chart
  - Scatter Diagram
  - Flowchart

# PDCA CYCLE IN TQM

- Plan: Identify problem and plan improvement
- Do: Implement the plan
- Check: Monitor results
- Act: Standardize improvement or re-plan



# IMPLEMENTATION OF TQM



1. Top management commitment
2. Training and education
3. Formation of quality teams
4. Quality audits
5. Benchmarking
6. Use of data for decisions

# BARRIERS TO TQM

- Resistance to change
- Lack of management support
- Poor communication
- Inadequate training



# TQM IN YOUR ORGANIZATION

- How to apply TQM at your workplace

- Employee involvement

- Quality culture building



Total Quality Management

# SUMMARY

- Recap of TQM Principles & Benefits
- The need for leadership & participation



# THANK YOU

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