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Insider Views on Success Stories

- some remarks concerning the Quality of Processes and of Services

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Tartu, Staff training Event May 5th - 7th,2015

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Services…

- ✓ are intangible

- ➢ are created in a person to person relation

- ✓ are complexe processes with a front office
- ✓ aspect (contact point = visible) and a back office aspect (including other units, technical equipment etc.= invisible)

- ✓ two components: service itself as
    - ✓ workflow (action, information, counselling etc. and
    - ✓ the quality of the relationship

The Quality of Services

Characteristics of services…

➢ the customer plays an active role (providing complete and exact information, giving the information on-time)

➢ services are given in a highly individualised context

➢ customer's expectations have to be met in an intercultural context

➢ our services are for free (for the time being)

➢ there is no concurrence but there is pressure : customers, hosting chairs, expectation of the institution
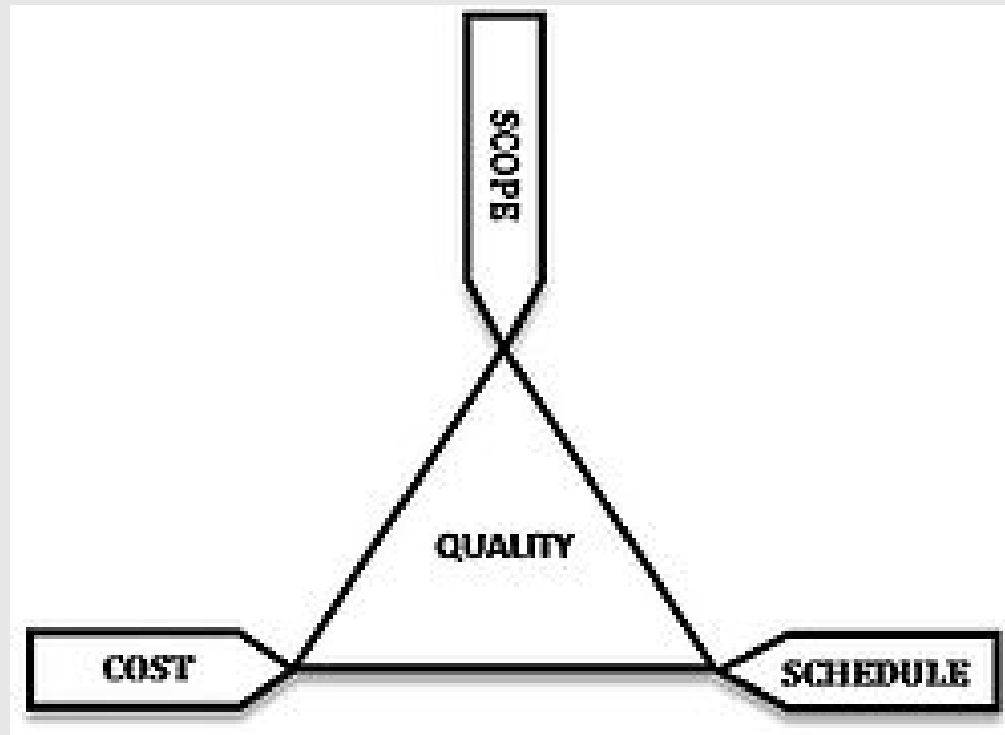
The Quality of Services

More charatceristics of the quality of services

➢ is the capacity to meet the customers' needs
= the customer is in the centre of activities
= you need to know, what your customers want

➢ means defining what exactly the service is

➢ defining quality criteria and indicators
evaluating the **quality achieved**
the **quality perceived** by the customer might be a
different thing

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The Quality of Processes

…can be influenced along the lines of the quality triangle
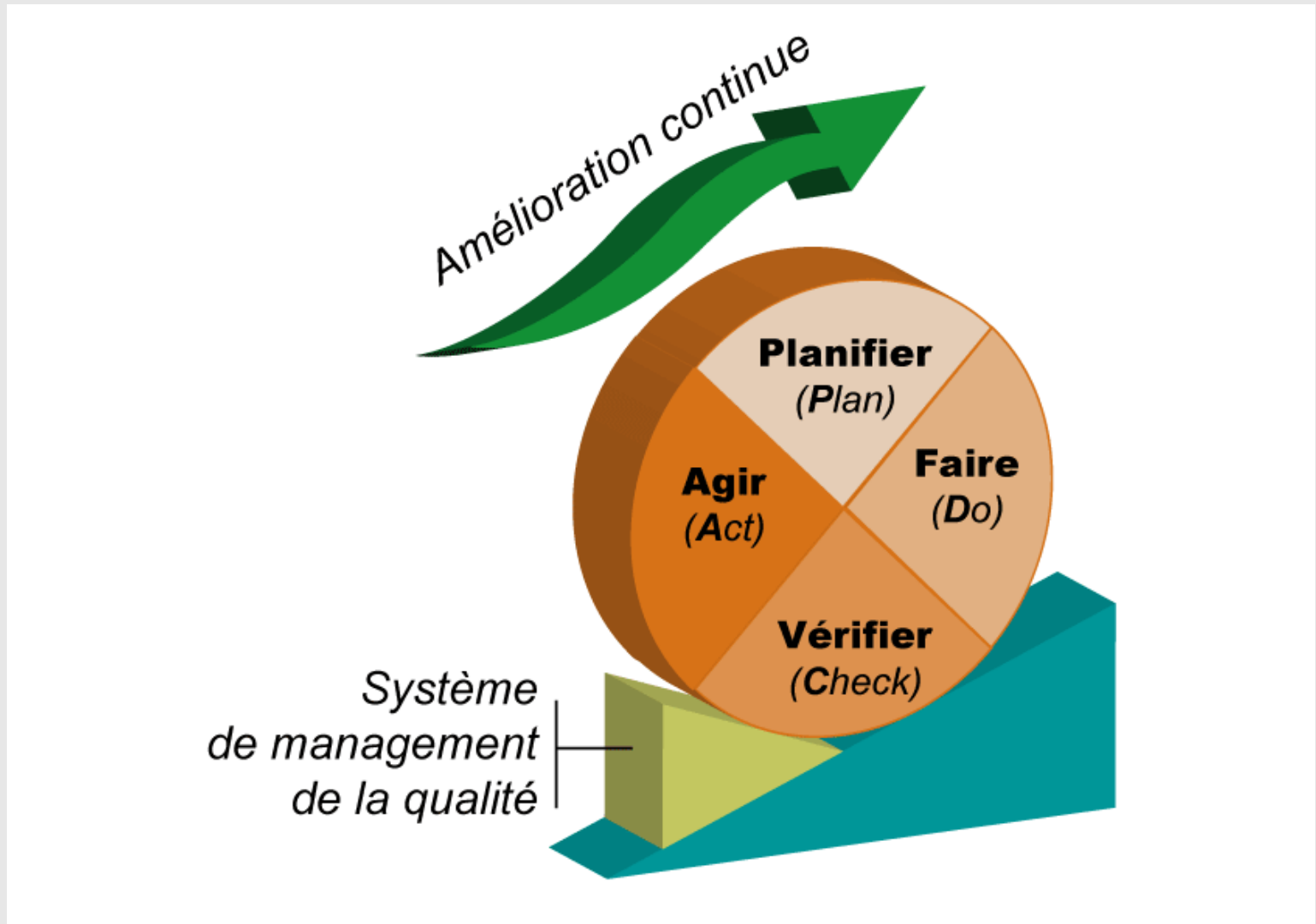
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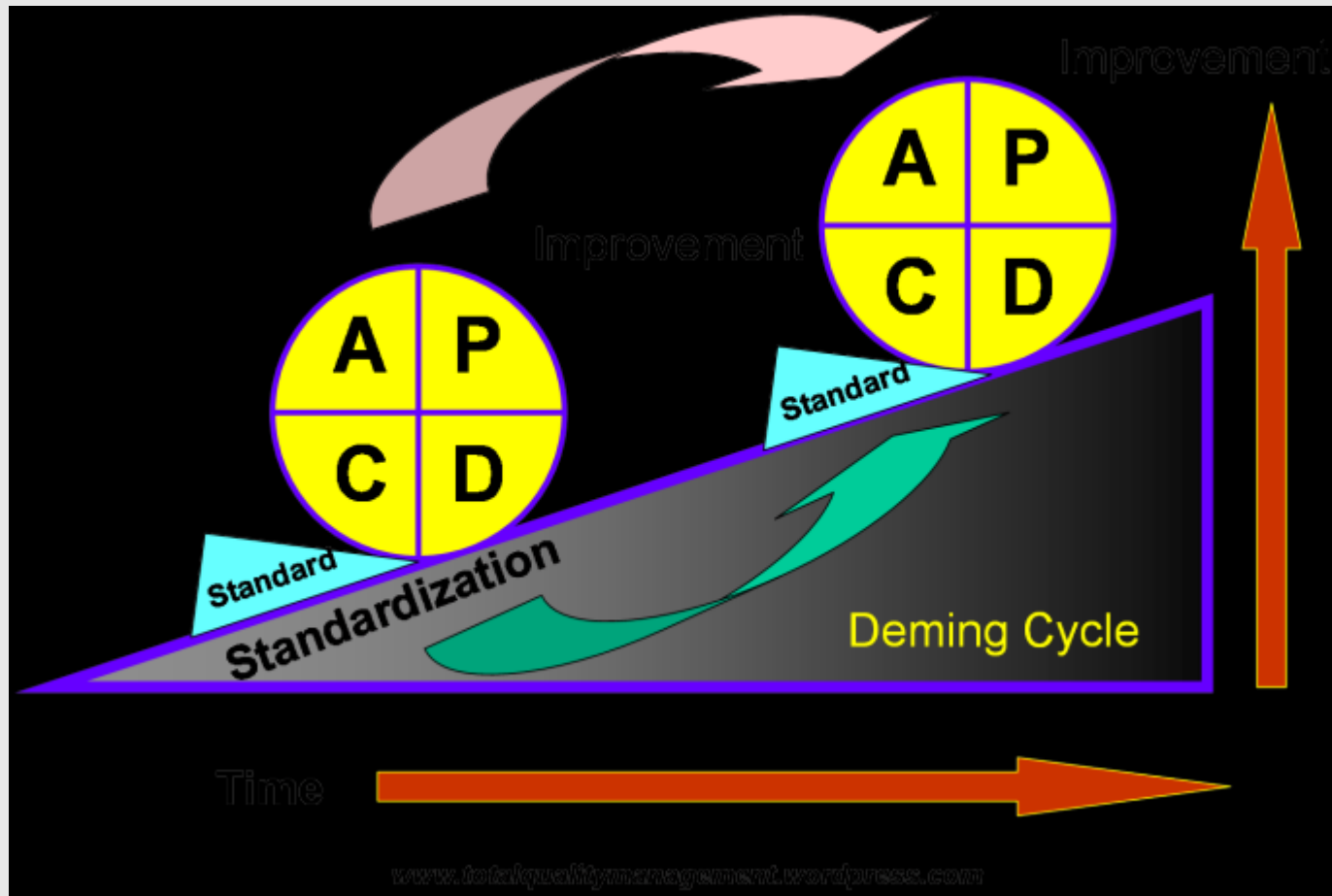# The Quality of Processes

3 Options: Fast,Good, Cheap

➢ Here *Fast* refers to the time required to deliver the produc t/ the service
➢ *Good* is the quality of the final product/ the service
➢ *Cheap* refers to the total cost of designing and buildingthe produc t/ the service

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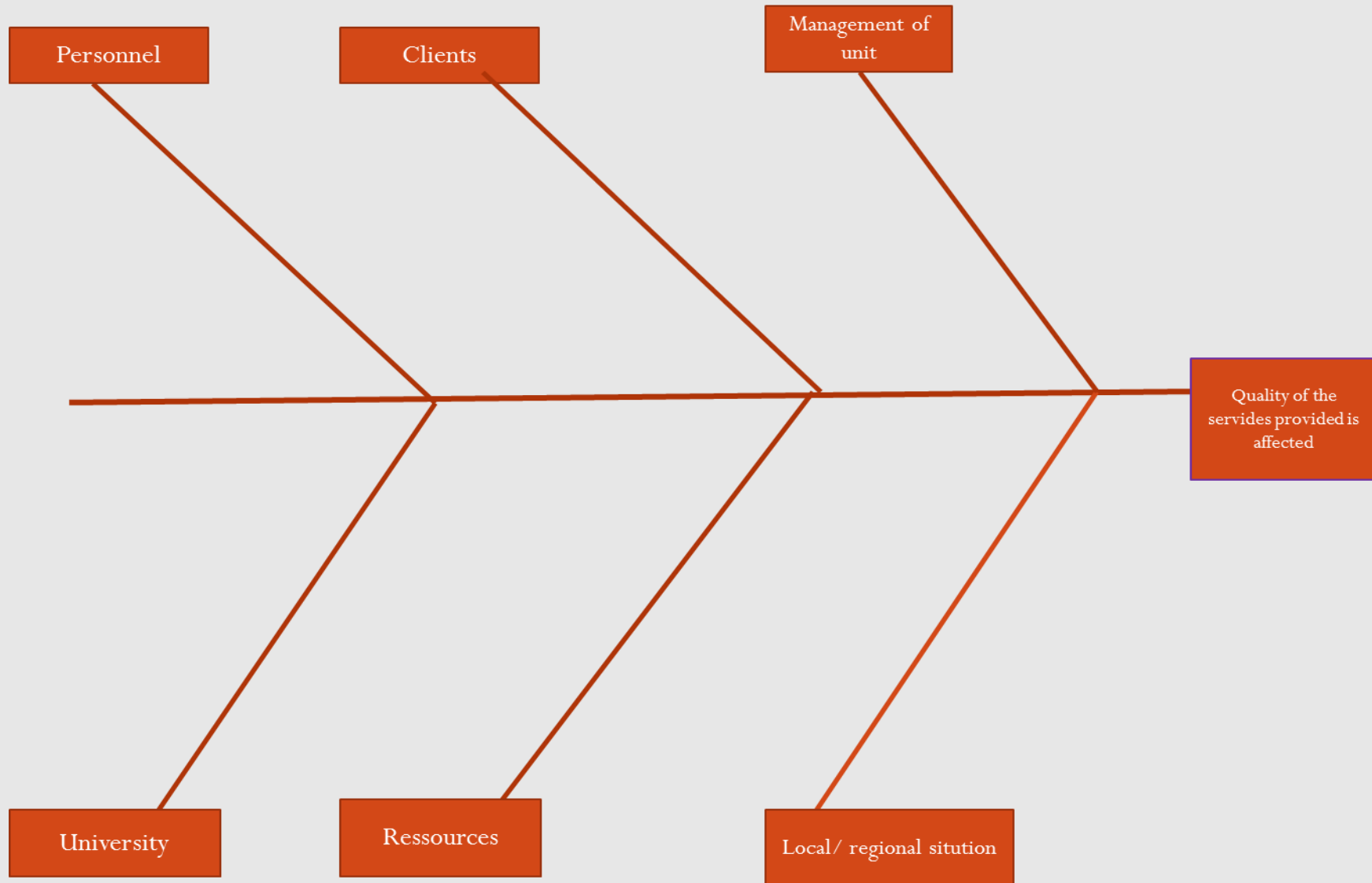
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The QualityManagement of Processes

The Quality Management of Processes

Quality Management of Processes

The Risks of Non-Quality

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Personnel

Clients

Management of unit

Quality of the servides provided is affected

University

Ressources

Local/ regional situt1on

The Risks of Non-Quality