

CONFERENCIA 2005 CALIDAD COSTA RICA

Performance Excellence in the New Millennium

Monday, March 14, 2005 Keynote Speakers



The Impact of Total Quality Management (TQM) on Corporate Performance

Dr. Vinod Singhal
Professor of Operations Management
College of Management,
Georgia Institute of Technology, Atlanta, Georgia

Abstract

This talk will present and discuss rigorous and objective evidence on whether it makes good business sense to adopt business excellence and Total Quality Management (TQM) principles. The evidence is based on a five-year research study of nearly 600 quality award winners. The talk will cover three main themes. First, it will describe the financial benefits of implementing TQM effectively. Financial benefits are measured using variables such as operating income, sales, costs, and stock returns. Second, it will discuss how the financial benefits vary by organizational characteristics such as size, capital intensity, extent of diversification, and the maturity of the TQM implementation. This evidence will help set realistic expectations of what benefits organizations with different characteristics can expect to get from TQM. Finally, it will describe a methodology, including various performance measures and data sources that organizations can use to link their quality initiatives to financial results.



International Business Strategy and Modeling: Innovation, strategy and leadership vision for the new economy

Dr. Jaime Alonso Gómez
Dean and Professor of Strategy and
International Operations
Tecnológico de Monterrey, Monterrey, MEXICO

Abstract

The process by which decision makers evaluate the future prospects of their company and decide on appropriate courses of action to achieve long-term objectives (positioning and differentiation) implies the development of a strategic plan and its operationalization on an effective business model. This presentation will discuss both strategic planning/thinking and business design models which are necessary to successfully compete in an international business environment. Key session topics are: Strategic management and strategic thinking in an international context and Design of Business models and competitive strategy.



Excellence in Call Center Operation

Mr. Federico López, MAE
Regional Quality Director for Latin America
SYKES Enterprises, Inc.
Costa Rica

Abstract

Call Centers also called "Contact Centers" have become an important job source for many Costa Ricans. World class call centers require a sound quality approach if we want to compete in the global arena.

This presentation deals with the fundamental aspects of Call Center operation. Participants in this session will be introduced to general characteristics of Call Centers as well as the specific features of quality development, quality assurance and quality measure.

The last part of the sessions will be focused on the future of the industry and the new challenges that we will face to stay competitive.



Improving Performance through the Use of TL 9000 Standards

Mr. Ashok Dandekar
ASQ Fellow, Director of Quality, Program
Management
and Engineering IT, Fujitsu Network
Communications, Inc. USA.

Abstract

The Quality Excellence for Suppliers of Telecommunications (QuEST) is a trade organization formed by world's leading telecom service providers and suppliers for improving quality of products and services to customers. The membership of QuEST Forum represents 56% of Total Available Market (TAM) in the global telecom industry. Key member companies include AT&T, Sprint, SBC, Verizon, Telmex, Telstra, NTT, British Telecom, Deutsche Telekom, France Telecom, and others among service providers and Nortel, Alcatel, Cisco, Lucent, Fujitsu, Corning, Intel, Motorola, NEC, Nokia, Samsung, Siemens, and many others.

The member companies collaborated to create a new telecom specific quality standard called TL 9000. Its registration scheme has been in use for the past 5+ years. Companies (both network operators and suppliers) registering to TL have experienced tremendous improvements in their performance.

The presentation will include an overview of TL 9000 Quality Management Standard and experiences of TL registrants. Improvements have occurred in cost, quality, and cycle times. TL 9000 registrations have been growing globally at the rate of 80% per year.

Tuesday, March 15, 2005 Keynote Speakers



Voice of The Customer Management

Manu K. Vora, Ph.D, M.B.A., ASQ CQE & ASQ Fellow
Past ASQ Vice President, Adjunct Profesor, Stuart
GSB, IIT, Chicago, IL
Chairman and President, Business Excellence, Inc.,
Naperville, IL, USA

Abstract

The presentation is designed for business professionals who want to explore why, what, and how of customer satisfaction to sustain organization focus in effectively serving their customers. You will learn key elements of a successful customer satisfaction management program. A Voice of the Customer (VOC) model will be presented. You will understand critical needs to manage customer satisfaction to improve the bottom line and learn how to deliver world-class customer service. Best-in-class case studies will be shared. You will get a clear understanding of how to design, develop, and implement a successful Customer Satisfaction Measurement and Management Process using the VOC Model.



Customer Satisfaction and Service

Ing. José Francisco González Prado
General Director, Mexican Institute for Quality
Control, IMECCA
Mexico City, MEXICO

Abstract

The customer satisfaction is an end objective of the Quality Management System and so there is the risk to measure it and establish corrective actions if required but not doing preventive activities that enhance and assure a priori that the customer satisfaction will be achieved. These prior activities include the identification of customer needs, the product design to satisfy such a needs and the production process control so that the product is manufactured according to the design and so the customer satisfaction goals are achieved. This conference describe the key elements to identify what the customer needs and wishes and the process to translate such needs into product characteristics. The Kano Model is a helpful approach to identify basic, differential and attractive characteristics. The service received by the customer is a key factor in the customer satisfaction level obtained.



Business Performance Sustainability: Fantasy or Reality?

Professor Paul R. Prabhaker, Ph. D., M.B.A.
Associate Dean, Stuart Graduate School of
Business,
Illinois Institute of Technology, Chicago, IL,
USA

Abstract

There is considerable buzz nowadays about sustainable business performance. Thought leaders in various fields of endeavor write and talk about sustainable success, sustainable performance, etc. as the ultimate goal for business organizations. So what is this "sustainable" business performance all about? Before getting to a sustainable business performance a business needs to secure a strong competitive advantage. In order to have a chance at getting that competitive advantage, that business has to learn to survive short-term challenges. Business strategies are goal-oriented and hence are designed to achieve successful performance in a given business domain. It is all too easy to get caught in the survival or competitive-advantage domains, expending a lot of energy and resources, but not really realizing any long-term fruits.



Methods for Quality and Innovation Effectiveness

Mr. Alexis P. Goncalves
Global Director of Quality Intelligence
Citigroup - Global Consumer Business
Long Island City, NY, USA

Abstract

Blending quality with innovation helps companies break from industry orthodoxies; aligns people around specific innovation opportunities; efficiently generates quality improvement projects; provides incentives for employees to innovate, uses smart discovery and invention methods, and streamlines decision-making. This presentation will address three major elements for organizational success in blending quality with innovation: Customer Intelligence, Customer Intimacy and Customer Innovation. These elements are based on Deming's theory of profound knowledge, Kano's model for attractive quality creation, and Csikszentmihalyi's concept of Flow.

For more information:

For payment information please contact Cámara de Industrias de Costa Rica
(506) 281 0006, fax (506) 234 6089 or e-mail capacitacion@cicr.com

The conference will be held in Spanish and English. English sessions will have simultaneous translation to Spanish.

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Georgetown University

