ASQ Global State of Quality Research: Discoveries 2013
The Pulse of Global Quality

1,991 Respondents
22 Countries*
75% of global gross domestic product

These organizations represent 100 respondents of global gross domestic product
22 Countries*

QUALITY MEASURES

The value of widely communicating quality measures in a transparent fashion can provide tremendous benefits.

51% of all respondents report quality measures across the entire organization.

CONTINUOUS IMPROVEMENT

STANDARDIZED PROCESS

However organizations view quality, the existence of a standardized process for quality management can improve efficiency and compliance.

89% of organizations worldwide have a standardized process in place for quality management.

Manufacturing organizations are 1.5 times more likely than service organizations to use ISO as their quality framework.

REPORTING

In addition to choosing a framework, organizations are faced with choosing to whom and how often to report on quality activities.

60% of respondents say senior leadership in their organizations receive only quarterly or annual reports.

50% of frontline staff, on the other hand, receive reporting of quality measures daily or weekly.

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INCENTIVES

When quality is governed by a centralized department, 76% of staff directly involved in quality-related activities receive training.

56% of staff directly involved in quality-related activities receive training when quality is governed by senior leadership.

Manufacturers train suppliers on their QM

46% of manufacturers train tier 1 suppliers; 4% train tier 2; 2% train tier 3.

MANUFACTURERS

Train Tier 1
Train Tier 2
Train Tier 3

69% Audit training and quality management training are offered the most at 70% and 69% respectively.

Audit training QM training

75%
64%

68% of organizations worldwide offer incentives to staff that meet critical quality targets.

56% of respondents say the customer is the only person qualified to specify what "quality means.”

56%
68%

INCENTIVES

Quality measures are important not only to company leaders, but to frontline staff who stand to gain incentives if they meet quality goals.

55% of organizations offer financial incentives.

30% of organizations offer material incentives.

24% of organizations offer environmental rewards.

CUSTOMER

In total, quality helps you provide better value and service to the customer. In fact, in many successful organizations, quality and customer are two concepts becoming one — the Qustomer™.

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*Argentina, Brazil, Canada, China, Czech Republic, Ireland, Italy, Denmark, India, Egypt, Greece, Hong Kong, the Netherlands, Norway, Philippines of Korea, Russia, Romania, Saudi Arabia, Spain, Switzerland, Ukraine, United Arab Emirates, United Kingdom, United States

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