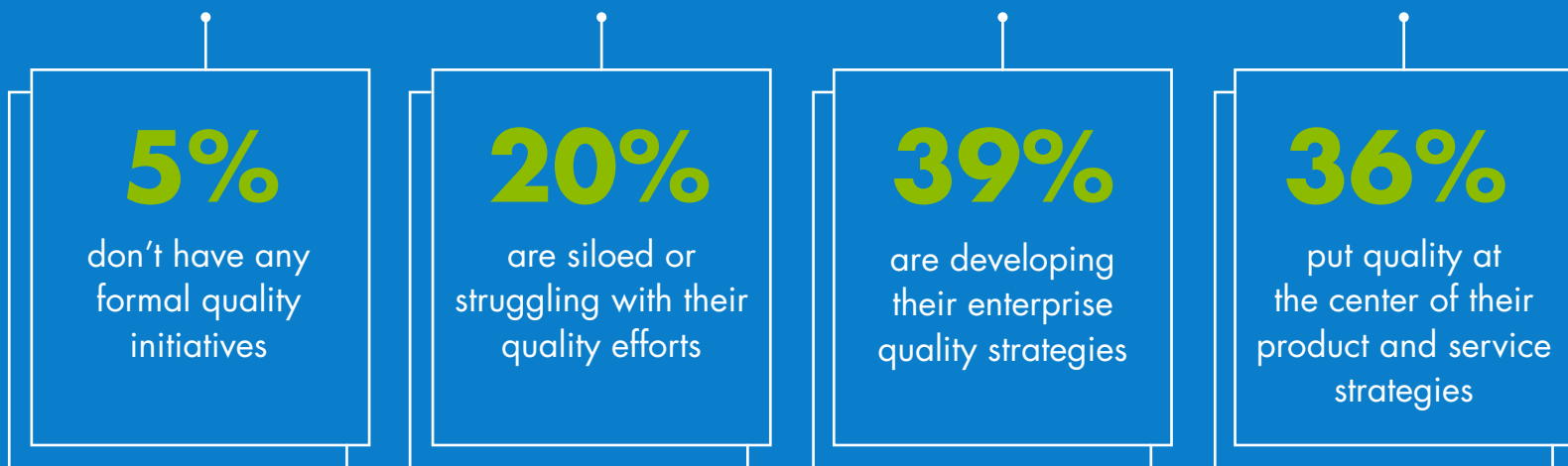


HOW ENTERPRISE QUALITY DRIVES GROWTH AND PROFITABILITY

Quality initiatives, or efforts to promote or implement quality, continuous improvement and performance excellence, are key to boosting innovation and improving profitability

Yet more than half of today's organizations are still developing their quality programs



ORGANIZATIONS THAT EMBRACE QUALITY INITIATIVES SEE CONCRETE BUSINESS RESULTS



33%
greater customer satisfaction and retention

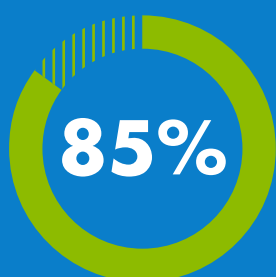


29%
increased profitability and revenue growth

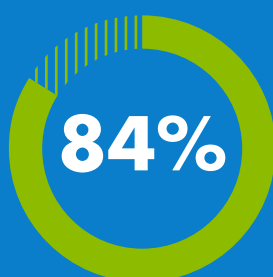


23%
increased employee productivity

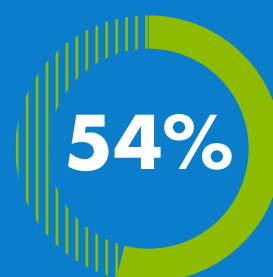
YET ORGANIZATIONS STRUGGLE WITH ONGOING QUALITY CONCERNS



85% say they have incurred some revenue loss due to ongoing, quality-related issues



84% believe quality issues, to some degree, are holding back their ability to compete



54% are concerned about employees' abilities to keep up and be properly trained in quality thinking

TO LEARN MORE, DOWNLOAD ["THE RISING ECONOMIC POWER OF QUALITY: HOW QUALITY ENSURES GROWTH AND ENHANCES PROFITABILITY"](#)

HOW ENTERPRISE QUALITY DRIVES GROWTH AND PROFITABILITY

• 5 WAYS TO IMPROVE QUALITY INITIATIVES AND YOUR COMPANY'S BOTTOM LINE •

1 INCORPORATE QUALITY INTO BUSINESS CASES

Map a direct connection between the success of your company's quality initiatives and the success of the organization as a whole.

2 BUILD A QUALITY-DRIVEN CORPORATE CULTURE

Tools and methodologies alone won't boost quality. It ultimately takes motivated people to deliver quality success so ensure your culture encourages collaboration and celebrates leadership.

3 MEASURE EVERYTHING

The saying "you can't manage what you can't measure" holds true for quality initiatives. Whether it is customer satisfaction, overall sales or product returns, make sure quality efforts are measured to better determine what's working and what's not.

4 ENCOURAGE AND RUN AN OPEN, NO-FAULT ENVIRONMENT

By promoting collaboration, employees will be encouraged to cross departmental lines and speak up when they have suggestions and improvements around programs and processes.

5 PREPARE FOR THE DIGITAL DISRUPTION OF CONVENTIONAL QUALITY WISDOM

Quality takes on an expanded dimension with digital products and services. Don't overlook, and don't underestimate, the impact new technologies can have—otherwise, you may be left behind.

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