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## Letter from the Chair

**Leia Patzernuk**

It's hard to believe that Fall is once again upon us. Like many, I wonder where the summer went, but we're currently experiencing record breaking temperatures in Toronto, Ontario, Canada, so it's not done yet. Unfortunately it's been a hard time for many individuals, will all that Mother Nature is throwing at us. On behalf of the Service Quality Division's Member Leader team, we hope all of our members, and their families and friends are staying safe during these challenging times.

The summer was a busy period for the Division, with a significant amount of planning going into the training event we had planned for the end of September. Unfortunately, we have had to postpone this event, but we will be continuing to evolve it with the hopes of being able to offer it in 2018. On a more positive note, we have published two new webinars for you to access, with much thanks to our presenters for sharing their knowledge and time to make these possible.

As well, I would like to take a moment to recognize the achievements of some of our SQD members. Daniel Zrymiak, Victor Prybutok, and Elizabeth Keim have all received distinguished awards for their ongoing contributions to the world of quality, as detailed further in this issue of the Competitive Advantage.

As always, feel free to reach out with any suggestions or feedback you may have, or if you want to get more involved in the Division.

Until next time, stay safe...

Kind Regards,

Webinar Available

## Customer Experience – The Evolution & Revolution

### DESCRIPTION

In this Webinar Dr. Ritz explores how customer experience can become more innovative in providing organizations with tools to manage and improve quality from a systems thinking perspective. Thus, the departure point will be to understand customer-centricity, its holistic nature, and how it informs the basis of customer experience success. This means going forward, customer experience should not be treated as an isolated component of the customer management phenomenon but within the parameters of a bigger system. Techniques such as journey mapping, performance measurements, understanding customer needs and expectations, data collection and analysis will be discussed from a systemic point of view. To achieve sustainability, organizations must go beyond their normal customer experience standards and push boundaries. Dr. Ritz will use thought provoking, realistic and practical learning tools to demonstrate how organizations can sustain the customer experience evolution.

Through a stimulating Power Point presentation, a combination of lecture and audience participation, and case studies participants will learn specific and useful skills that they can apply in their own environments.

### ABOUT THE PRESENTER

Dr. Mary Ritz is the owner of Almenta International, a training and consulting organization that focuses on customer management, among other areas. She holds a PhD in Business focusing on Customer Centricity, an MBA with a concentration in International Business, and an undergraduate degree in Marketing. She is the author of *Customer Centricity: A Sense Making Framework for Developing Economies*. She has over 10 years' experience and a diverse background, having had the privilege of working at an international level in North America and across Africa with small, medium, and large organizations. Dr. Ritz's areas of expertise are Customer Centricity, Customer Service, Customer Experience, Leadership & Management, etc. A thought-provoking John Maxwell certified facilitator and speaker, Dr. Ritz uses innovative approaches that bring training and learning to life.

Access the Webinar  
(Ctrl + Click to follow link)



The Service Quality Division has been part of ASQ since 1991. Members come from organizations or functional areas that primarily are service oriented or service focused. Most members are interested in better ways to deploy and integrate quality systems, principles, and techniques into their organizations.

The Service Quality Division serves a diverse base of members, such as Financial Services, Hospitality & Travel, Professional Services, Regulated Industries, Not for Profit Sectors, Retail Business, Members of support service functions, and anyone interested in learning about service quality or sharing their experiences and knowledge in service quality.

## Webinar Available

# Customer Satisfaction is the Quality Imperative: Technical and Service measures for Quality

### DESCRIPTION

This presentation covers both technical and service quality measures and considerations as an approach to not only fulfill the explicit requirements, but do so in a way that satisfies customers through meaningful and impactful experiences. Techniques including Voice of the Customer are used to show the relationship between satisfaction and profitability, with additional context from the Kano model to distinguish the required features from those that delight and excite customers, converting them into Net Promoters.

### ABOUT THE PRESENTER

Daniel Zrymiak, from Surrey, British Columbia, Canada, has more than 25 years in quality management. Daniel manages projects for Accenture having previously worked in Hong Kong, Germany, and Canada in business services, manufacturing, medical software, and web commerce solutions. Zrymiak also taught software quality and statistics at the University of British Columbia, British Columbia Institute of Technology, and Kwantlen Polytechnic University. Daniel is an ASQ Fellow and received ASQ's Crosby and Feigenbaum Medals and Testimonial and Service Awards. Daniel is certified as an ASQ CSSBB, CMQ/OE, CSQE, CQE, and multiple lead auditor credentials. Daniel has spoken at multiple ASQ conferences, wrote and reviewed publications for ASQ journals and Quality Press; and serves ASQ in multiple member-leader roles and committees.

Access the Webinar  
(Ctrl + Click to follow link)

GET INVOLVED WITH THE  
SERVICE QUALITY DIVISION!

Follow the Service Quality Division on  
Twitter (@ASQSQD) and join the  
conversation on LinkedIn.



## Customer Satisfaction and Quality


### Overview

Philip Crosby's first absolute:  
*"The definition of quality is conformance to requirements as a declaration of the importance of meeting customer requirements"*

W. Edwards Deming's appreciation of the repeat happy customer.


Priority given to Customers in ISO9001:2015 (Quality Mgmt.)

Understand Kano Model for Customer Satisfaction and Delight

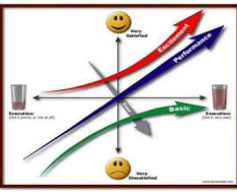


Quality is meeting customer needs


Philip Crosby  
Four Absolutes of Quality Management  
1979



Profit in business comes from repeat customers that boast about your project or service and that bring friends with them.  
(W. Edwards Deming)



Customer Focus  
ISO 9001:2015



Service Quality Division  
The Global Voice of Quality™

Customer Satisfaction Is The Quality Imperative  
Daniel Zrymiak, ASQ Fellow, ASQ Service Quality Division

## ASQ SQD MAX: ASQ Service Quality Division Membership Advantages eXplained

By Daniel Zrymiak

As your new ASQ Service Quality Division (SQD) Membership Chair, I would first like to express my sincere appreciation to my predecessor, Mr. Ed Matthews. I had the privilege and pleasure to serve with Ed as Regional Directors for our respective regions; Ed is still the RD for Region 7 in Arizona, Southern California, and parts of Mexico while I have completed my term as RD for Region 4 (ASQ Canada). Ed continues to be a great advocate and resource for individual and organizational members in ASQ, and I look forward to continuing his initiatives and endeavors within the SQD.

It is my pleasure to serve as a mentor and guide in ASQ to help you achieve and attain your optimal ASQ member experience. As a Fellow member with 20 years in ASQ, it would be my pleasure and honor to help you where I can individually or, alternatively, refer you to the appropriate ASQ resource, starting with ASQ Customer Care at [1-800-248-1946](tel:1-800-248-1946).

By your membership in SQD, you have already embraced the advantages of “Quality as a Service”. According to the 2016 ASQ Salary Survey, those in service quality have higher income opportunities than our manufacturing counterparts.

Affiliation with an ASQ Member Unit like SQD is a choice, and on behalf of the leadership team, I want to thank you for selecting Service Quality. To help enhance and entrench your connection to your SQD membership, I have identified the following criteria, based on my own experience and observations, where SQD can enrich your ASQ experience.

Imagine a simple scoring method applied to these attributes relative to your ASQ member experience. (0 – None; 1 – Low; 2 – Satisfactory; 3 – High)

High levels or “scores” of proximity, cohesion, consumption, contribution, and penetration within ASQ

<b>Proximity:</b>	The ability of the member to attend and participate in functions relative to the location, schedule, cost, and duration of programs or events
SQD Impact:	SQD combines virtual online events with centrally located programs and WCQI programs and member events (e.g., WCQI Monday SQD member luncheon consisting of wholesome “Carolina Country” cuisine)
<b>Cohesion:</b>	The sense of welcoming, belonging, and affiliation with the group, ranging from an outsider on the periphery to an accepted core member.
SQD Impact:	SQD welcomes any and all members across all ages, levels, nationalities, and industries.
<b>Consumption:</b>	The use and enjoyment of products and services of the organization including purchases, subscriptions, memberships, and conferences. Also a measure of member-value is the ratio of Consumption: Spend (i.e. getting \$500 of e-handbooks for \$50 through member gift bundles, member discounts, and promo codes).
SQD Impact:	SQD has an array of cost-effective programs and training activities, and SQD members are informed of ASQ discounts and incentives to improve member-value through savvy and artful transactions.
<b>Contribution:</b>	The involvement of the individual within the organization as volunteers, member-leaders, mentors, reviewers, instructors, presenters, authors, and patrons.
SQD Impact:	SQD has one of the most compelling volunteer engagement programs in ASQ, and welcomes new participants at all levels for a variety of initiatives, roles, and endeavors. The Service Quality Body of Knowledge (SQBoK) is particularly innovative and receptive to innovations.
<b>Penetration:</b>	The breadth of the involvement across different parts of the organization at multiple levels
SQD Impact:	SQD offers its members the opportunity to learn, serve, and advance within ASQ and the Quality profession.

correlate with the fact that in ASQ, Senior and Fellow Members have over 95% retention, while other ASQ member groups have lower percentages. The story behind such percentages is not in the member category itself, but rather within the levels of involvement and benefits enjoyed by members of those particular peer groups. Fixing traits proactively will fix the retention numbers. Consequently, part of my role is to help more members achieve and advance in ASQ to reach Senior and Fellow membership levels.

As your Membership Chair, my commitment is to work with members like you across SQD to help raise the perceptions of your sense of involvement and benefits within ASQ. Whatever your aspirations may be, I am confident that you can find a workable approach within ASQ toward the fulfillment of your individual and professional goals. The membership advantages are best realized from active involvement, personal connections, and frequent participation in ASQ and SQD programs and events.

## SQBoK PROJECT UPDATE

Several volunteers in the SQBoK project team have submitted their work packages, which are now under review and finalization. This was an important phase of the project to review the major content of SQBoK.

The upcoming phase of the project will be primarily focused on updating the mastery levels of Service Quality.

SQBoK is also actively participating in TCC QBoK peer group proceedings. Implementing peer group recommendations, ASQ has a revamped and launched website with new outlook and interfaces, which has significantly enhanced and upgraded the technology platform for member leaders.

As an ASQ SQD member, you can contribute to the SQBoK enhancement project. Please send your profile to Zubair Anwar, Chair SQBoK at [zubair-anwar@live.com](mailto:zubair-anwar@live.com)

*Congratulations Dan, Victor, and Elizabeth and thank you for your dedication to this division and to our profession!*

# SQD Members Receive 2017 ASQ Medals & Awards

*Congratulations to the following distinguished awardees from the Service Quality Division who received their recognition at the Annual Business Meeting held during ASQ's Annual World Conference on Quality and Improvement.*

### CROSBY MEDAL

**Daniel John Zrymiak- Accenture. Surrey, British Columbia, Canada**



**The Crosby Medal** is presented to an individual, or individuals for authoring a distinguished book that contributes significantly to the extension of the philosophy and application of the principles, methods, or techniques of quality management. The Crosby Medal for 2017 is awarded to **Daniel John Zrymiak** "For distinguished commitment, dedication and leadership to the foundations of the Six Sigma community and the Quality Profession through guiding parishioners and beginners in the philosophy and application of the principles, methods and techniques of Six Sigma Green Belts".

### GRYNA AWARD

**Victor R. Prybutok- University of North Texas, Denton, TX**



**The Gryna Award** is presented for the paper that made the largest contribution to the extension of understanding and knowledge of the philosophy, principles, or methods of quality management during the past year.

Victor Prybutok shared this award with two other ASQ members for co-authoring the paper, 'SNSQUAL: A Social Networking Site Quality Model,' published in 2016 in Quality Management Journal.

### LANCASTER MEDAL

**Elizabeth Keim - Integrated Quality Resources, LLC, Niwot, CO**



**The Lancaster Medal** is presented for outstanding and meritorious contributions to the international fraternity of quality professionals. In 2017 the Lancaster Medal is presented to Elizabeth Keim "For the outstanding role model she has presented to the global fraternity of quality serving both as an exceptional professional coach, teacher, and goodwill ambassador for quality by promoting quality across five continents over the past ten years".

# 2018-2019 Service Quality Division Officers

The Nominating Committee would like to announce the new officers for 2018-2019 as listed below.

These officers will begin their respective positions on January 1, 2018 and hold the position for two years.

We would like to thank the current officers for their service and welcome the incoming officers in their new roles in January.

If you would like to volunteer to serve on an SQD committee(s), we would love to meet you. We also have additional volunteer opportunities that can be done on short term assignments or “one and done” activities as a way to get involved with your division. Please feel free to contact a Division Member Leader to share your interest.

## 2018-2019 Officers

Polly LeBarron, Chair  
Rob Houle, Chair Elect  
Terri Nokleby, Secretary  
Jan Peace, Treasurer  
Leia Patzernuk, Immediate Past Chair

## SQD Member Survey

**SQD members, where do you go to improve your technical expertise?**  
Help us identify additional ways to strengthen your skills by responding to this [5-minute survey](#).

...and the full URL is

[https://asq.co1.qualtrics.com/jfe/form/SV\\_86LNz13TBhEmUy9](https://asq.co1.qualtrics.com/jfe/form/SV_86LNz13TBhEmUy9)

**We look forward to your feedback!**

# Publisher's Statement

**Competitive Advantage** is a newsletter published by the Service Quality Division (SQD) of ASQ. The Service Quality Division of ASQ does not necessarily endorse opinions expressed in **Competitive Advantage** by the managing editor, features editor, or contributors. Items and letters are chosen for their general interest to division and Society members, but conclusions are those of the individual writers.

## Submission of Articles Considered for Publication and All Other Communications Regarding **Competitive Advantage** Excluding CHANGE OF ADDRESS

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800-248-1946 (USA only)

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For additional information visit the ASQ website, [www.asq.org](http://www.asq.org).

## Targeted Publication Dates

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Vision of **Competitive Advantage**: To be the highest value newsletter in the world on issues pertaining to service quality.

Division website: [asq.org/service](http://asq.org/service)

## You can advertise in **COMPETITIVE ADVANTAGE**

The following are the advertising rates for **Competitive Advantage**.

Size of Ad	Single Issue	Four Issues
Full Page	\$425	\$1,500
Half Page	\$225	\$800
Quarter Page	\$125	\$450
Business Card (1/8 Page)	\$65	\$200
Insert (Full Page)	\$275 +	Call

Checks for payment should be made payable to ASQ, Service Quality Division, and full payment is due on receipt of ad copy. The deadline for inclusion in the next issue of **Competitive Advantage** is 35 calendar days prior to the listed targeted publication months.

Contact: Therese Steiner, [therese.steiner@lexisnexis.com](mailto:therese.steiner@lexisnexis.com)

2017

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