



## About Us

### Who We Are

The Service Quality Division has been part of ASQ since 1991. We are led by a division council, made up of service professionals that represent many different industries.

We volunteer our time and energy to create and sustain division benefits and services that will help our members attain excellence in service quality.

### Who We Serve

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. We invite you to join us.

### Follow Us

Twitter: @ASQSQD

LinkedIn Group: ASQ Service Quality Division

Website: [asqservicequality.org](http://asqservicequality.org)

### Who We Support

- Professional Services
- Hospitality & Travel
- Internal Support Services
- Financial Services
- Regulated Industries
- Not for Profit Sectors
- Retail Business
- Healthcare

### Member Value Programs

- Service Quality Body of Knowledge (SQBoK)
- Competitive Advantage Newsletter
- The A.C. Rosander Scholarship
- Annual Awards Recognition
- Educational Opportunities (e.g., Service Quality Webinar Series, "Dear SQD" advice column)



The ASQ Service Quality Division IS a Global Leader in Promoting Service Quality





## Our Mission & Principles

The Service Quality Division (SQD) vision is to be the global leader in promoting service quality.

Through the ongoing evolution of the Service Quality Body of Knowledge (SQBoK), SQD provides a variety of opportunities for individuals and organizations to develop the skills necessary to ensure customer expectations are met, where quality cannot be measured by defects.

Webinars, publications, conferences and networking opportunities allow for best practice sharing and knowledge transfer from global service quality thought leaders.

## Service Content and Expertise

Our focus is on leading trends, approaches and deployment of service quality management tools and techniques. We offer a platform for the discussion and examination of service quality management methods and philosophies.

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*“I get ideas and suggestions I can implement in my own company from networking with others who provide best-of-class service quality in their organizations...”*

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## Blended Educational Offerings

We offer a variety of service quality educational opportunities including; live & on demand webinars, members’ stories & lessons learned, and information about in person events taking place in the service industries.

## Volunteer and Networking Opportunities

Volunteering to work on Service Quality Division projects like copy editing the 3<sup>rd</sup> edition of our Service Quality Body of Knowledge gives you opportunity to network, hone your leadership skills, and have fun!

If you’re interested in volunteering, check out our open positions at [asqservicequality.org](http://asqservicequality.org).



Delivering quality services that delight customers is what drives us.

Customer experiences drive decisions and expectations. Service quality is a key component of ensuring positive experiences. Understanding the need, delivering on the promise, and ensuring continuous engagement build lasting relationships!

SQD is made up of service professionals who, through years of experience, have developed and continue to evolve a toolkit that will make you stand out with your clients, your peers, and even in the job market.

SQD helps you to get there by

*Building  
your skills*

*Becoming  
an expert*

*Learning  
best practices*

*Wowing your  
customers*

*Getting Recognized*