Letter from the Chair

Polly LeBarron

My favorite thing about the start of a new year is the opportunity to reflect and refocus on the things that matter most. I’m not talking about resolutions – every year at my gym, I watch those fade away to memories by February – but rather the core beliefs that give us the “why” that should drive our actions (and sure, those pesky resolutions).

The Service Quality Division is lucky: we know the thing that matters most will always be helping our members solve their service-related challenges, and every item on our 2019 business plan supports that focus. Our efforts to provide you with useful content range from new features like the "ASK SQD" column featured in this newsletter, to the efforts currently under way to revive our webinar series and support other knowledge sharing, to the continued focus on our Service Quality Body of Knowledge. The common thread in all of these efforts is that we will be most successful if you talk to us about both the questions you would like to see answered and the expertise you’d like to share.

Networking is also an essential tool in solving our challenges, and we look forward to seeing many of you at WCQI 2019 in Fort Worth, TX. In addition to sponsoring two concurrent sessions (please see page 3 for details), SQD will have an exhibit booth and will be hosting our annual business meeting and lunch.

I look forward to a productive 2019! If you have specific suggestions, or would like to get more involved with the Division, please let me know (plebarron@divisions.asq.org). I look forward to hearing from you.

Sincerely,

Polly LeBarron
Service Quality Division Chair, 2018-2019
Scholarships

2019 A.C. Rosander Scholarship
Application Period Now Open

The Service Quality Division (SQD) offers an annual academic scholarship for any eligible member or family member of the Service Quality Division, or an individual sponsored by an eligible SQD member.

The number of scholarships and the amount awarded will be determined by the Scholarship Committee through a review of the submissions.

To be eligible, each applicant must be enrolled in an accredited college or university for the 2019-2020 school year. An official high school or college certified transcript must be provided for the 2018-2019 school year.

If you, or someone you know, is interested in applying, the application form can be found HERE and must be submitted in full by April 26, 2019. Be sure to include all paperwork in the application, including a 3-5 page essay supporting the theme, "Customer-Driven Superior Service".

For questions regarding the scholarship process, please contact:

Alan Bruno
abruno52@comcast.net

Scholarship recipients will be notified by June 14, 2019 by written confirmation. If no adequate applications are received, the SQD Scholarship Committee reserves the right to withhold all scholarship disbursements.

Scholarship award monies must be utilized toward tuition, books, and associated fees at an accredited college or university. Award check will be payable to the college or university.

The scholarship award will be judged upon the following criteria:

Application – 10 points
Academic Achievement – 20 points
Community Services – 20 points
Essay Requirements – 50 points
Total: 100 points

No one will be disqualified from consideration because of sex, race, color, creed or religious beliefs.
Join Service Quality Division at WCQI

The Service Quality Division is proud to sponsor the following presenters at this year’s ASQ World Conference on Quality and Improvement in Fort Worth, Texas:

**Aligning Lean Six Sigma with the Customer Insights Business Case**  
**SQD Speaker: John Goodman, Vice Chairman CCMC**

Continuous improvement and customer insights (CI) make CI². Discover how Aflac LSS was able to align with customer insights to produce compelling, actionable data for setting priorities based on revenue rather than just cost savings, winning management support. Get five quick, low-cost actions that will enhance the digital experience while reducing cost and improving customer satisfaction.

Jamon Horton, manager of Lean Six Sigma (LSS) and technology liaison at Aflac, will describe how he worked with CI and John Goodman at CCMC to identify quick victories as well as quantify the total revenue opportunity of an enhanced customer experience. Goodman will outline best practices for making customer insights actionable to LSS and build a revenue-based business case acceptable to finance.

**ISO 9001 for an International Non-Profit Agency**  
**SQD Speaker: Branko Bufacchi, Quality Manager European Patent Office**

A culture of quality enables an organization to continually satisfy and delight interested parties. Service industries rely on human effort to create and maintain services rather than provide tangible objects, and need to consider how to build a culture of quality. Explore how ISO 9001 can help improve the outputs of (multi) governmental, intergovernmental, and nongovernmental service agencies. Evaluate the benefits and implications of ISO 9001 certification for large public service organizations.

Branko Bufacchi holds a B.Sc Eng. (Bath 1977) and M.Sc Air Transport Eng. (Cranfield 1979). After starting his career in the aircraft industry in UK, South Africa, and Italy, he joined the European Patent Office (EPO) in 1991 as a Patent Examiner, specializing in the field of automotive control systems, in particular hybrid vehicle technology. Branko currently works within the EPO quality management team to ensure that the QMS is maintained and improved, enabling the EPO to build on its leading position in the patent world. His main professional interest is fostering intercultural and interdepartmental co-operation to ensure that optimal services are provided to internal and external parties.

**DIVISION ANNUAL MEETING AND LUNCHEON**

All members of SQD registered to attend the 2019 WCQI in Fort Worth or living in the Fort Worth area are invited to attend our annual Division meeting and lunch on Monday May 20th at the Omni Fort Worth. Watch for an upcoming invitation and RSVP link.

*We look forward to seeing you in Fort Worth!*
The “Ask SQD” column is a chance for you to ask for help with a particularly vexing problem. A panel of experts will provide a summarized, actionable response. Contact us if you have a question or a service-related story you’d like to share!

**Question:**
We gather customer and employee feedback through ongoing surveys. What’s a good way to filter through all of this feedback to identify ways to drive innovation and stay ahead of our competitors?

**SQD Response:**
In the Service Quality Body of Knowledge, there are 6 dimensions outlined for service innovation. Among these, SQBOK indicates, “the new service concept is the most widely recognized service innovation dimension, as it relates to the value that is created by the service provider in collaboration with the customer. The innovation is often a new idea of how to organize a solution to a problem or a need of a customer.”

One way to focus your analysis of survey feedback to identify service innovation opportunities is to filter your feedback based on the Kano model. The Kano model tells us there are three different types of customer needs:

1. **Expected Needs** – These are the things that we MUST have to simply be viable in the market. Sometimes called hygiene needs, if you don’t meet these expectations you will dissatisfy at best.
2. **Normal Needs** – These are expressed desires from your customers, which you can satisfy across a range. The degree to which you deliver on normal needs will produce a corresponding level of customer satisfaction or dissatisfaction.
3. **Exciting Needs** – These are the differentiators, the innovations, the delights. But remember – the delights of today become the normal needs of tomorrow and part of the minimum expectations in the future. Organizations are continually challenged to identify and deliver the exciters while they are still part of this highest level of need.

*See ASQ Kano Model Tutorial HERE*

Filter your survey feedback to the very top respondent scores (top box on a Likert scale; top Promoters on an NPS scale) and take a look at what your most loyal customers are saying. Fully satisfied customers will often provide insight into ways you can continue to thrill them. Consider inviting some of these customers into a panel or focus group discussion if you can – How are they using your product(s) in innovative ways? What other product(s) do they use in conjunction with yours? How would they like to use your product or service in the future?

Good Luck!

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1 ASQ SQBOK v3.0, Section 5.3, pages 92-93
You can advertise in **COMPETITIVE ADVANTAGE**

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

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<thead>
<tr>
<th>Size of Ad</th>
<th>Single Issue</th>
<th>Four Issues</th>
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<tr>
<td>Full Page</td>
<td>$425</td>
<td>$1,500</td>
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<tr>
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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