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## Letter from the Chair

Polly LeBarron

I always struggle with this note – not because of a lack of things to say, but because it is so hard to distill all of the activities of our dedicated volunteer team into a couple of paragraphs.

A highlight of the Service Quality Division year and of the overall ASQ calendar is WCQI, and we were thrilled to see old friends and make new ones in Fort Worth. From the moment we arrived for the Ideas to Action Gathering session on Saturday through the end of the conference on Wednesday, the leadership team was actively soliciting member feedback on what we're doing well and what we can do better. As we learned more about the Society-level strategies that support ASQ's new tagline, "excellence through quality," we challenged ourselves to continue to listen effectively to our members and to learn from and share with our geographic and technical community peers.

We carried this focus into our recent 2020 planning meeting, where the team mapped out a strategy that will keep us absolutely focused on our two key missions: delivering valuable content and engaging our members. Frequent readers will not be surprised to hear that continuing to solicit your ideas remains critical to our success. When you see our member feedback survey in your inbox, please take a few minutes to respond! I will be in touch soon with more detail around our plans for the upcoming year.

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

Sincerely,

Polly LeBarron  
Service Quality Division Chair, 2018-2019

## Social Responsibility

# Service Quality Division Supports Max's Big Ride

One of our Division's strategic initiatives is to partner with a not-for-profit service organization, to provide them with consultative services to improve the quality and innovation of their operations. The organization we are working with is called [Max's Big Ride](#), based in Hamilton, Ontario.



Max's Big Ride coordinates a 600 km cargo bike ride across Ontario's Waterfront Trail annually to raise money to help fight Duchenne's Muscular Dystrophy (DMD). The not-for-profit organization evolved from the passion and caring of two incredible parents, Kerri Sedmihradsky and her husband Andrew, when their son Max was

diagnosed with DMD at the young age of two. DMD affects 1 in 5,000 children and is a progressive genetic disorder that gradually weakens the body's muscles. Sadly, DMD is both the most common childhood form of muscular dystrophy and also one of the most severe forms of the disease.

Max's Big Ride provides a vehicle to create awareness and fundraising to help with research. In fact, it has been so successful that Andrew has also established the annual Max's Big Climb (a bicycle race up Hamilton's Sydenham Hill, which over 100 years ago became known as Horse Kill Road due to the fact it was a 'climb that taxed the strength of oxen but was beyond the strength of horses'), and the Ice Cream Ride (a family friendly bicycle ride that offers ice cream and donuts to its riders).

SQD is looking forward to not only supporting Max's Big Ride in their worthy cause, but in helping them evolve so more interested individuals can volunteer and help take some of the weight off of Andrew's shoulders. As we work through our strategies and plans, we will continue to provide updates and learnings on our progress, while looking to determine how we can replicate our service quality offerings to assist other non-profit organizations.



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.

WCQI 2019

## Service Quality Division at WCQI

The Service Quality Division was proud to sponsor two 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**

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



SQD member Arwen Masteller attended the presentation from Branko Bufacchi, and summarized some key insights:

Branko Bufacchi presented on the second day of the ASQ World Conference on Quality and Improvement to an intimate group that was highly engaged. Bufacchi outlined the landscape of the quality management program for the European Patent Office, the EPO quality policy in their commitment to service customers seeking patents, and the benefits achieved through implementation.

A key lesson, understanding the context of the organization, put into perspective how an intergovernmental agency entity could thrive on ISO 9001 principals. Natural constraints and challenges may seem to be roadblocks, but really taking that step back to understand the full organizational context can accelerate achievement and, as with the EPO, provide the stability for an ongoing quality management structure.

### DIVISION ANNUAL MEETING AND LUNCHEON

All members of SQD were also invited to attend our annual Division meeting and lunch on May 20<sup>th</sup> at the Omni Fort Worth. We had a great showing at the luncheon this year!

In addition to networking and sharing some of the upcoming SQD plans, we took some time to brainstorm ideas around how the Division can further provide value to our members. The SQD Leadership team is incorporating your feedback into 2020 business planning currently underway.

*We look forward to seeing everyone at WCQI 2020 in Columbus, OH!*

## Do you have a Quality Story to share?

The strength of the Service Quality Division, and ASQ as a whole, is the broad array of expertise and skills that our members bring to the table. One way that we encourage you to share your knowledge is by contributing newsletter articles or webinar sessions. If you have a story that you'd like to share, please contact SQD Chair Polly LeBarron ([plebarron@divisions.asq.org](mailto:plebarron@divisions.asq.org)) or SQD Publications Coordinator Therese Steiner ([therese.steiner@lexisnexis.com](mailto:therese.steiner@lexisnexis.com)). We look forward to hearing from you!



# ASK SQD

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:

*I manage a team in a Call Center. Our staff is excellent at fixing issues our customers call about, but we see the same types of issues arising again and again. I’d like to get the team thinking more about root causes so we can help the business go beyond fixing the symptoms on customer calls, actually get into the root of the issues and implement preventative measures. What’s a good basic tool that I can use with a group to get them started?*

### SQD Response:

A basic root cause analysis tool that is within anyone’s aptitude is the “5 Whys tool”. Who hasn’t heard “Why? Why? Why?” from a persistent curious child? The 5 Whys encourages your curious inner child to express “why” again. The tool is simple to use and is a great starting point for more detailed analysis.

SQBOK pages 198-199 explain the steps:

**Step 1.** Identify the key stakeholders who should be involved in the process.

**Step 2.** Determine the problem that you want to analyze (e.g., Why are sales down?). Clearly identify and document the problem or question.

**Step 3.** Identify appropriate responses to the question (e.g., People don’t like our products).

**Step 4.** Ask “why” you received the answer to the previous question (e.g., Why don’t people like our products?).

**Step 5.** Continue these steps until you reach what could be deemed the root cause. This will generally not require asking “why” more than five times.

See SQBOK pages 198-199 for an example of the tool in action.

Good Luck!

### Downloadable SQBOK:

*SQD*



# 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

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

## Communications Regarding the Service Quality Division

Contact: Polly LeBarron, [plebarron@divisions.asq.org](mailto:plebarron@divisions.asq.org)

## Communications Regarding Change of Address and ASQ Membership

Contact: ASQ  
600 North Plankinton Ave.  
P.O. Box 3005  
Milwaukee, WI 53201-3005, USA  
Phone: 414-272-8575 or  
800-248-1946 (USA only)  
Fax: 414-272-1734  
For additional information visit the ASQ website, [www.asq.org](http://www.asq.org).

## Targeted Publication Dates

**Competitive Advantage** is published quarterly with targeted publication dates in March, June, September, and November. The actual dates may vary to coincide with division and Society events. The cut-off date for article submission is 35 calendar days prior to above targeted publication dates.

Division website: [www.asqservicequality.org](http://www.asqservicequality.org)

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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](mailto:therese.steiner@lexisnexis.com)

## 2019 Division Management Committee

Chair **Polly LeBarron**  
[plebarron@divisions.asq.org](mailto:plebarron@divisions.asq.org)

Chair-Elect **Robert Houle**  
[Robert\\_houle@tufts-health.com](mailto:Robert_houle@tufts-health.com)

Immediate Past Chair **Leia Patzernuk**  
[leia.patzernuk@gmail.com](mailto:leia.patzernuk@gmail.com)

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See the [Volunteer Opportunities page](#) if you would like to volunteer!