

“ASQ Global State of Quality 2 Research”

How Do We in UAE Compare to Rest of the World

by

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Structure

1

- Global State of Quality 2 - Overview
-

2

- A World Class Organization
-

3

- GSQ - Highlights
-

4

- UAE vs. Middle East vs. All
-

5

- Concluding Thoughts
-

1. GSQ 2.0 - Overview

ASQ Industry Research

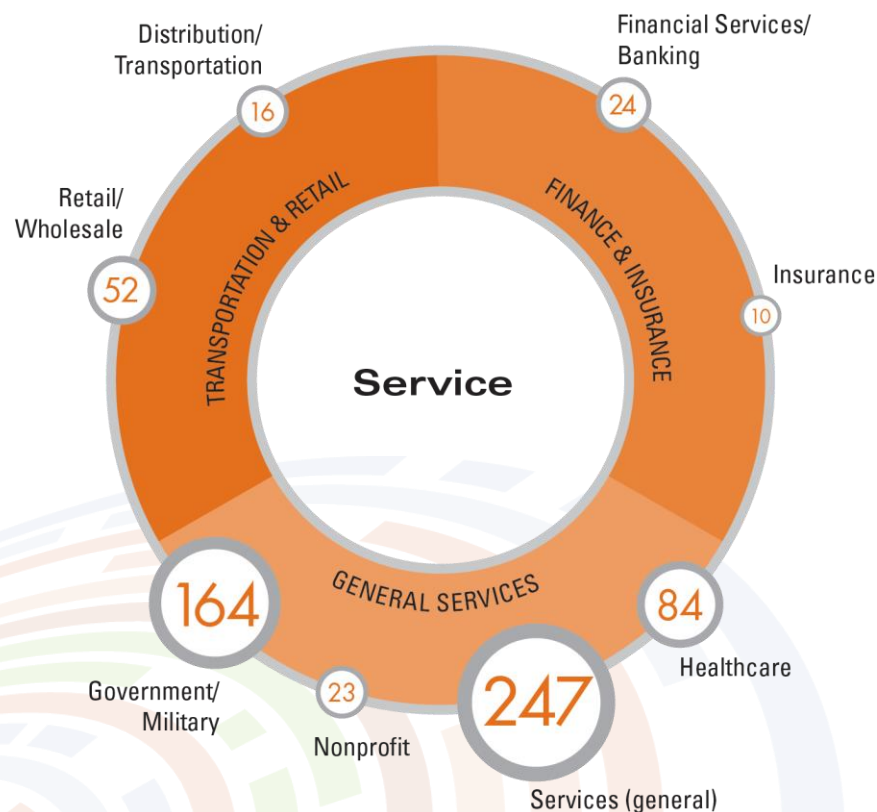


Research Overview – Demographics

REVENUE AND COUNTRY BREAKOUT						
	<100 M	100M to 1B	1B to 5B	5B to 10B	>10B	Total
Australia	15	9	3	0	2	29
Brazil	30	1	3	0	0	34
Canada	63	11	1	0	1	76
China	24	6	1	1	5	37
Czech Republic	22	2	0	0	0	24
Finland	66	24	8	2	1	101
Germany	40	16	5	1	2	64
India	53	7	3	3	5	71
Mexico	40	6	2	0	0	48
Netherlands	7	2	1	0	0	10
Other	220	26	13	3	10	272
Portugal	46	2	0	0	0	48
Spain	13	2	2	0	0	17
UAE	27	5	1	1	0	34
UK	8	3	1	0	1	13
USA	489	118	79	37	64	787
Total	1,163	240	123	48	91	1,665

Research Overview – Demographics

Number of Respondents by Industry



23 respondents did not provide an industry designation.

2. A World Class Organization

World Class Quality Organisation



Lets' define world class quality organization ?

Become Part of World-class Quality Organizations

1. Sees quality as strategic & competitive differentiator
2. Greater than \$1M in net savings from quality
3. Measures cost of remediation
4. Increasing investment in quality
5. Visible metrics on quality performance against customer needs
6. Understand product performance through customer's eyes
7. Standard reporting across the organization
8. Trains suppliers in quality
9. Comprehensive training offerings available
10. Trains all employees in quality techniques

1.6 % (28 / 1655) organizations identified as World Class

World-class Quality Organizations

Business Focus

- **96%** see quality as strategic and competitive
- **85%** promote challenging quality goals to drive high performance
- **71%** involve customers in quality discussions

Measures

- **78%** use quality measures as part of variable comp
- **85%** use measures for trend/predictive analysis
- **92%** have most visible metrics on performance against customer needs

Technology

- **100%** use technology to improve quality awareness
- **More than twice** as likely to leverage technology to increase quality

Training

- **100%** train all employees
- **3x** as likely to offer training on customer experience

Standards

- **2x** less likely to have quality setbacks
- **3x** as likely to have standardized reporting

3. GSQ 2.0 - Highlights

Investments in Quality

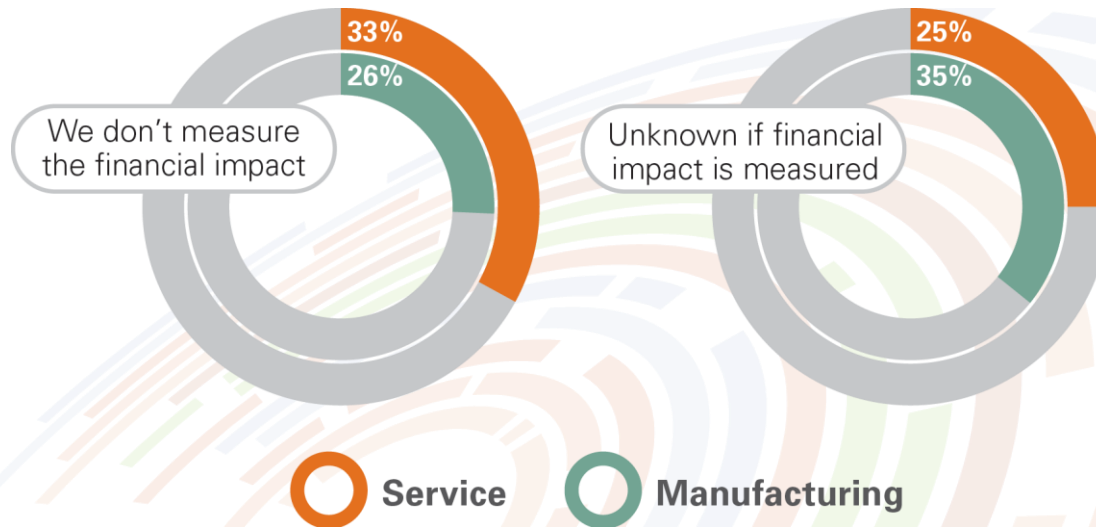
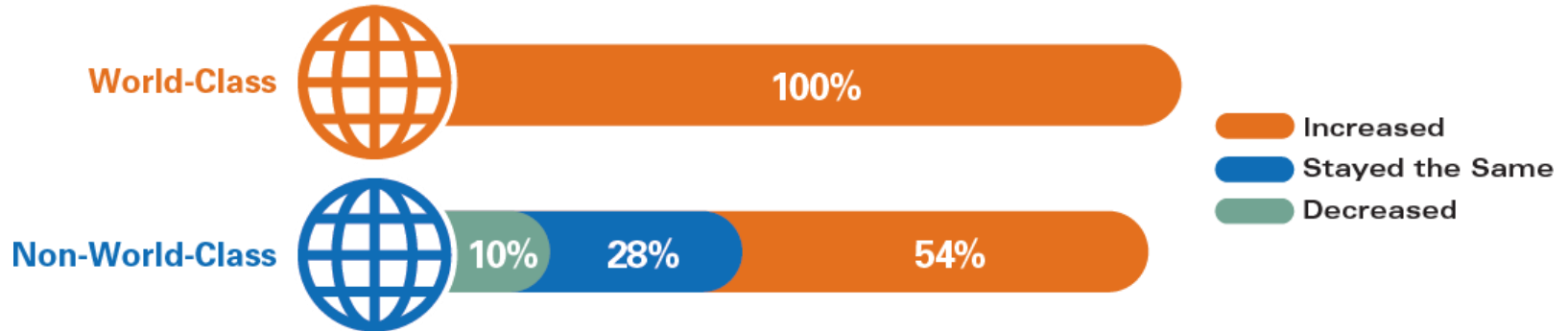


In your opinion has spending / investment in quality over the past 3 years ?

- Increased
- Decreased
- Stayed same
- Not sure

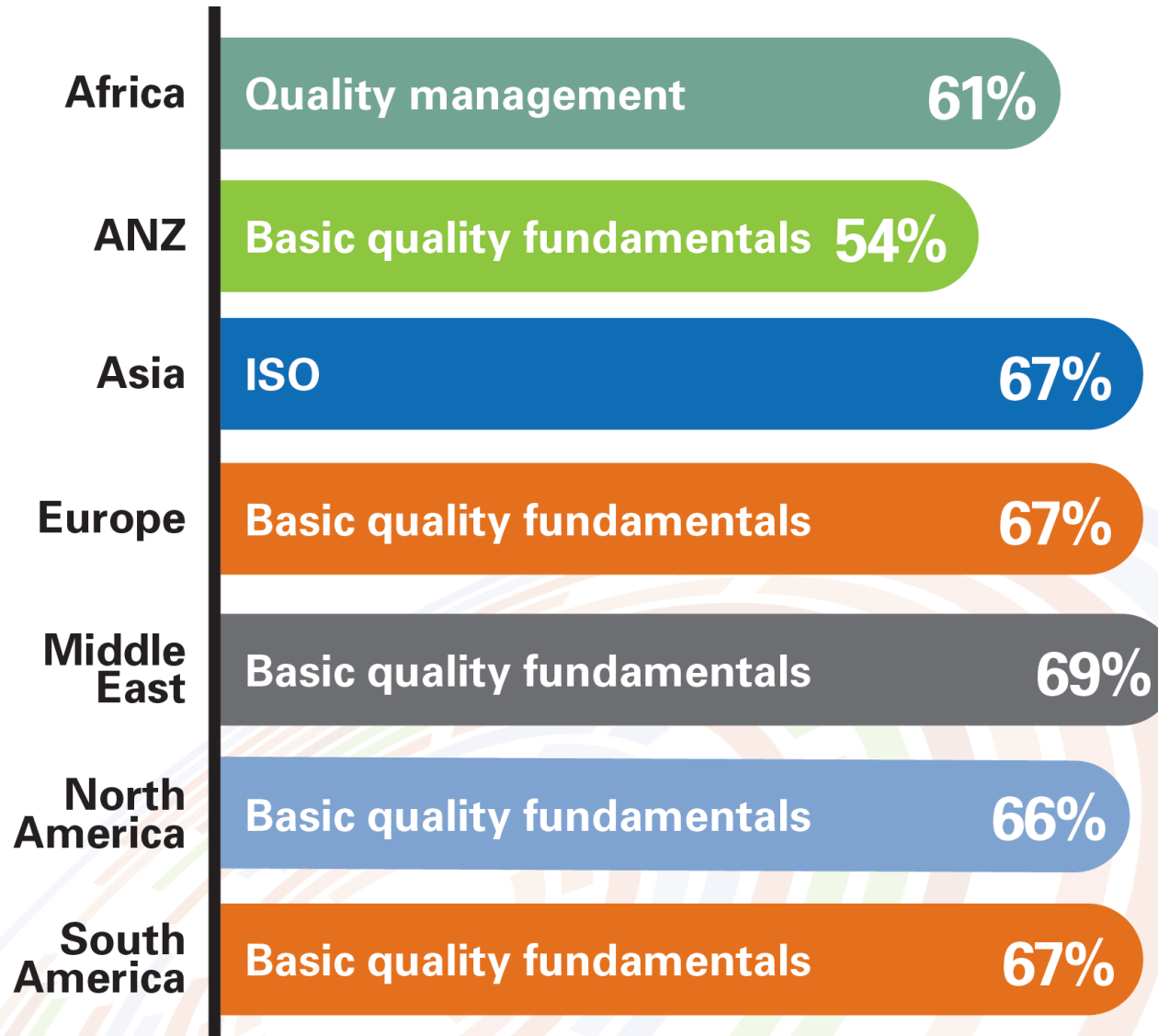
Business Performance Impact

Investment in Quality



Knowledge, Learning, & Culture

Top Training Spend – per Region



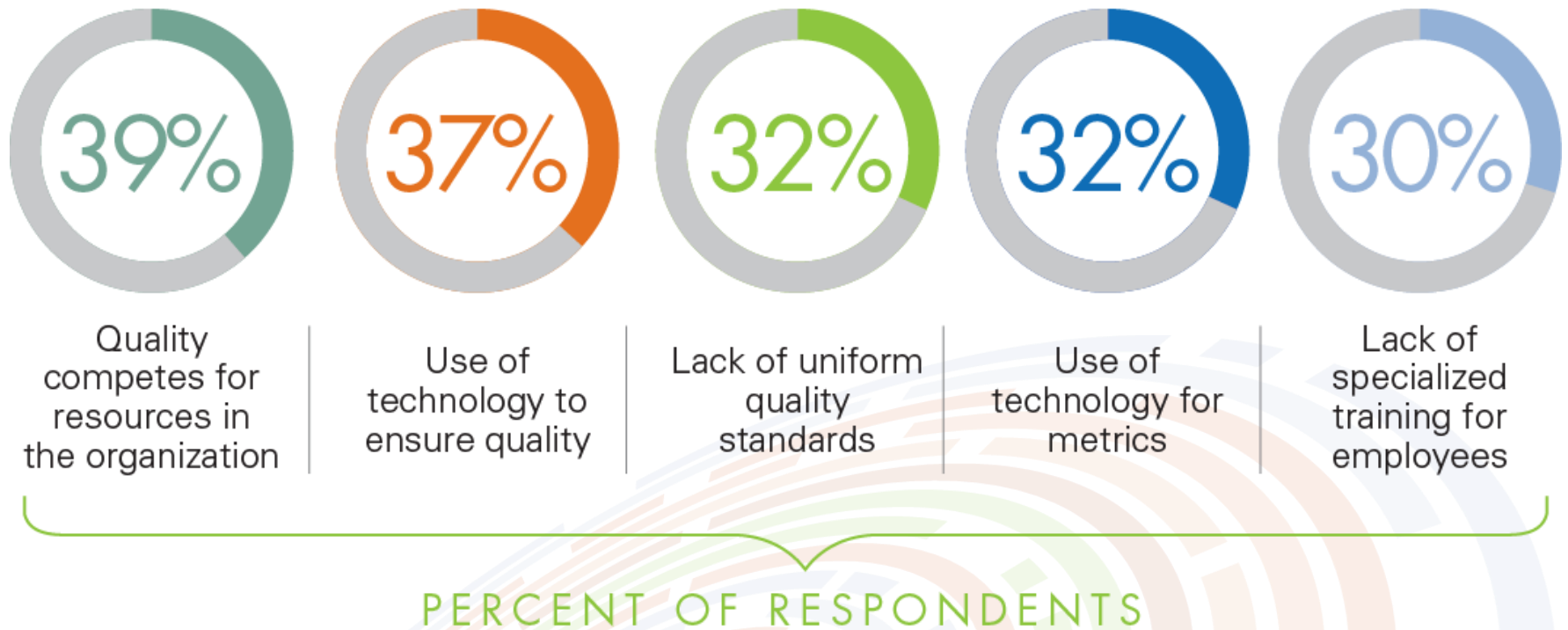
Challenges Faced in Implementing Quality Programs



What are the challenges faced by your organization in adapting quality programs?

Top Five Quality Challenges

Top FIVE Quality Challenges



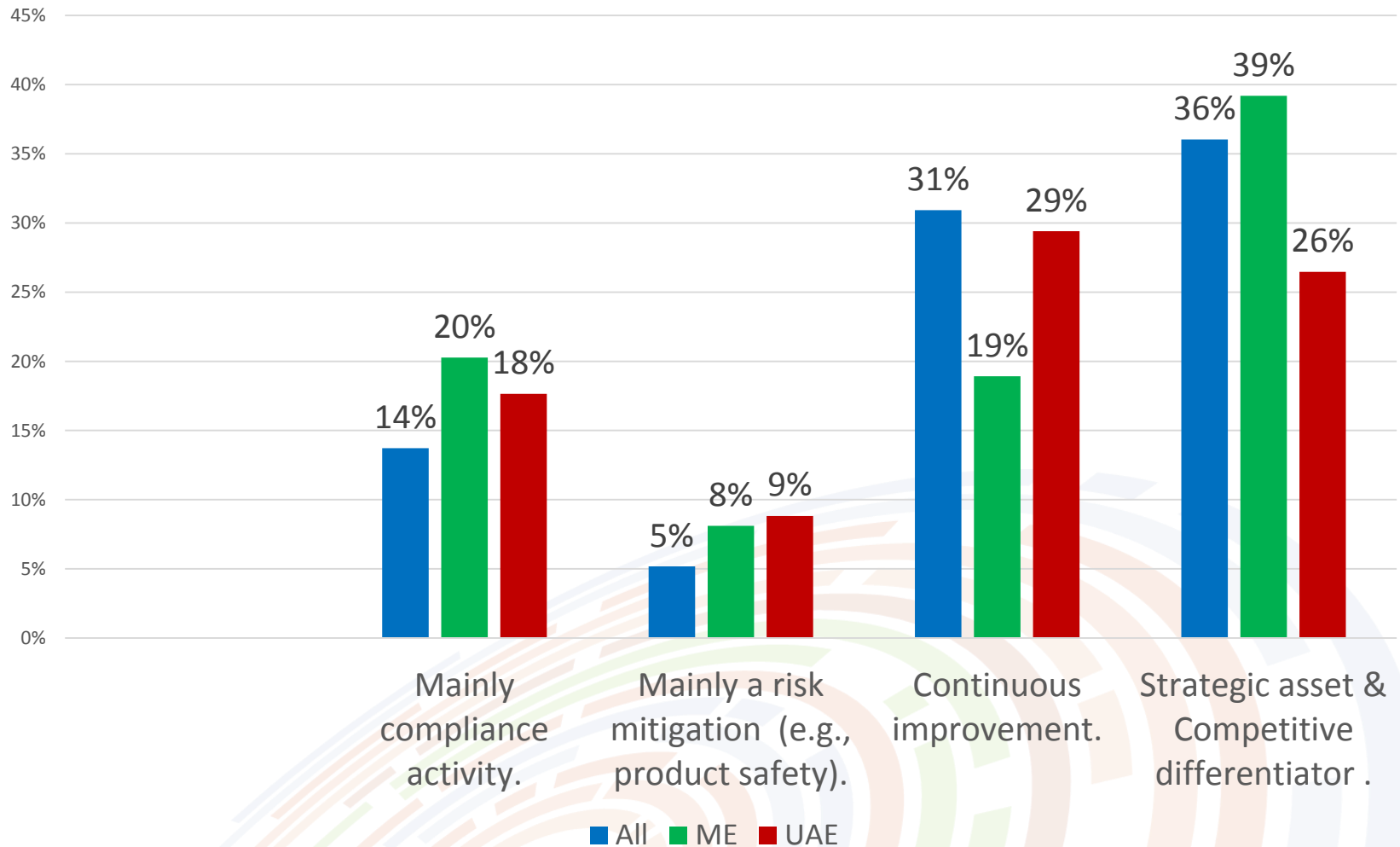
4. GSQ 2.0 – UAE Standing
vs.
Middle East & All

Main Role of Quality



Main Role of Quality Function in Your Organization ?

Main Role of Quality Function in Your Organization



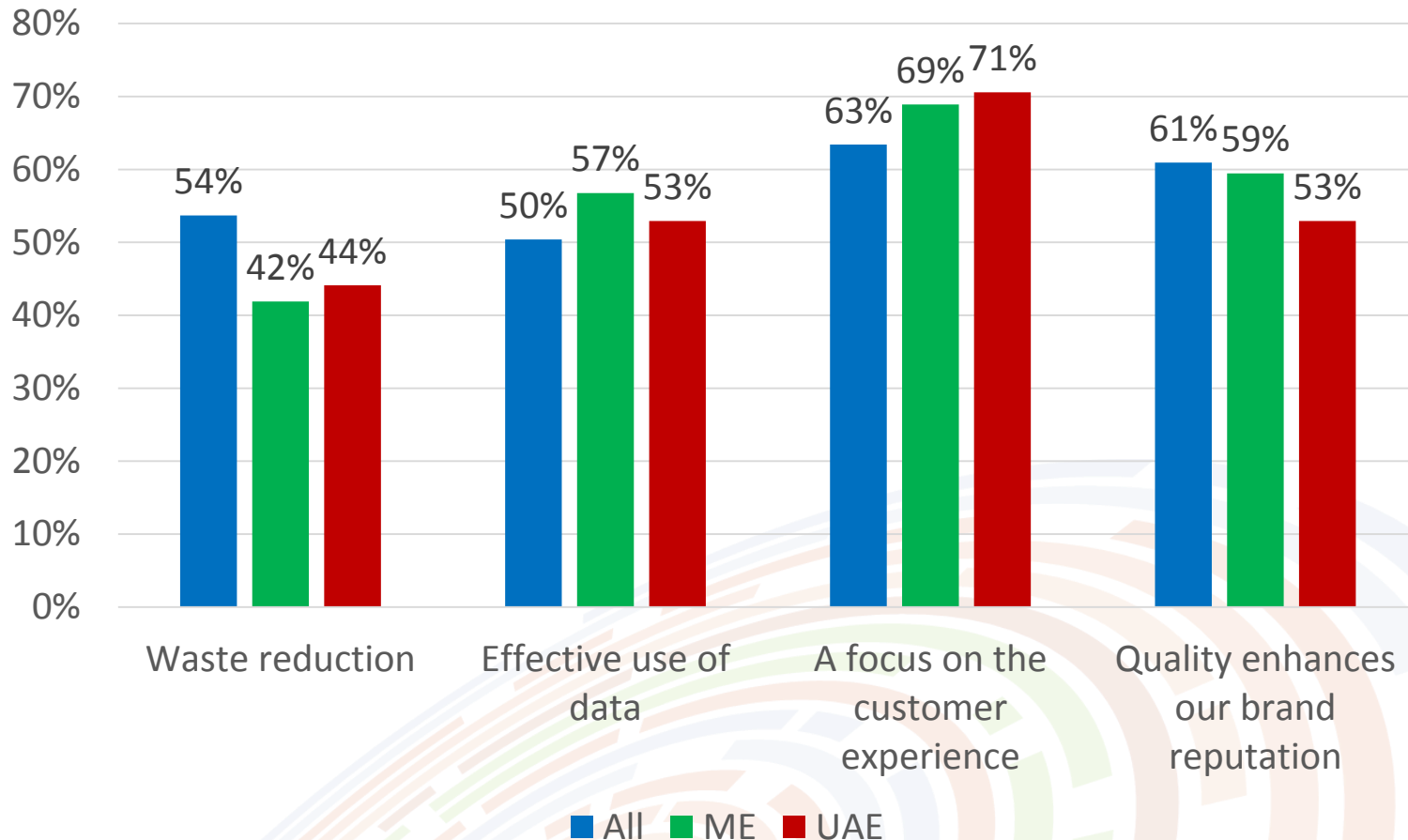
Opportunity for UAE – Competitive Differentiator.
UAE Doing Great – Continuous Improvement

Using Quality to Drive Profitability



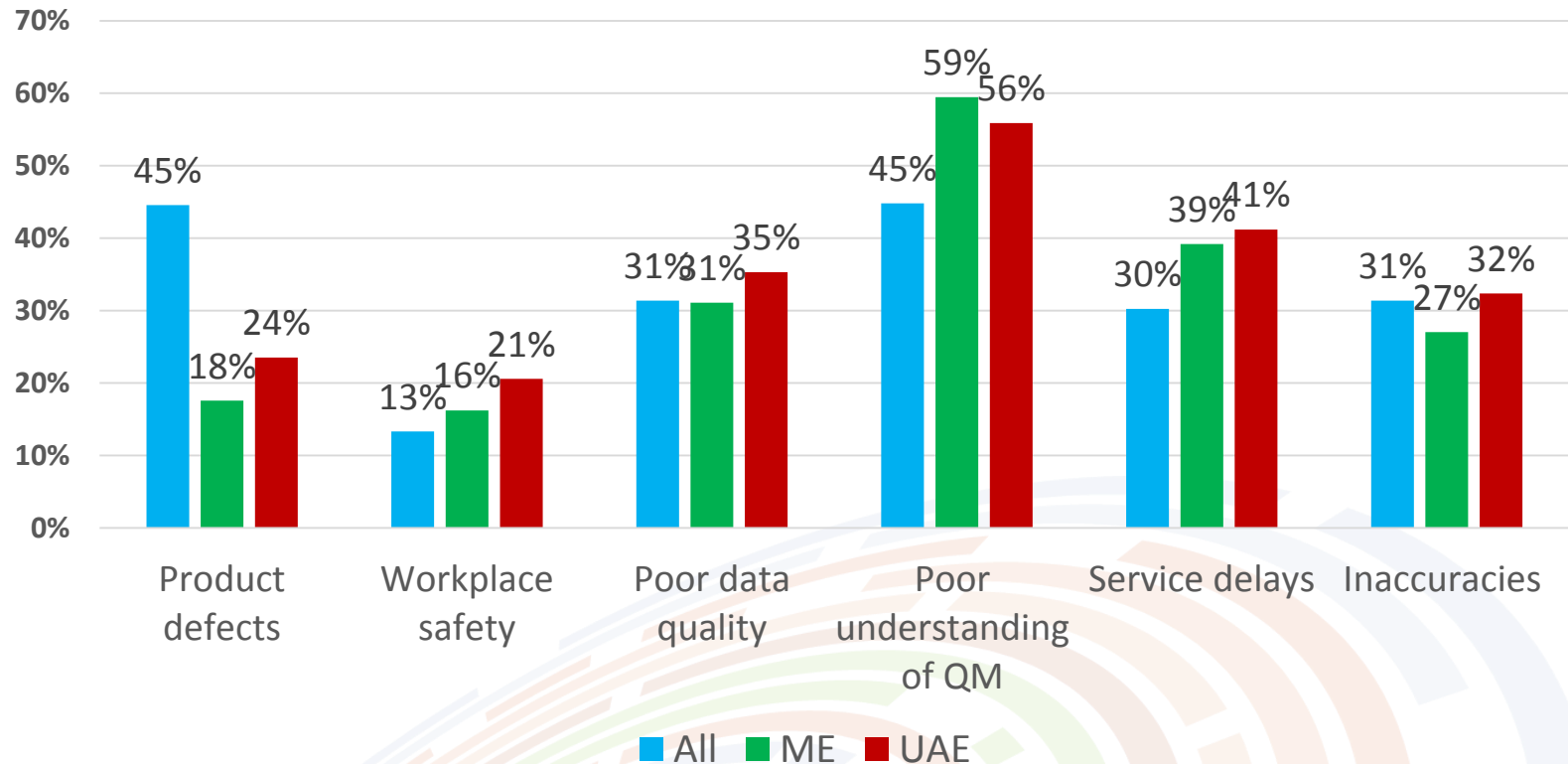
**How Does Your Organization Use Quality
To Drive Profitability?**

How Does Your Organization Use Quality To Drive Profitability?



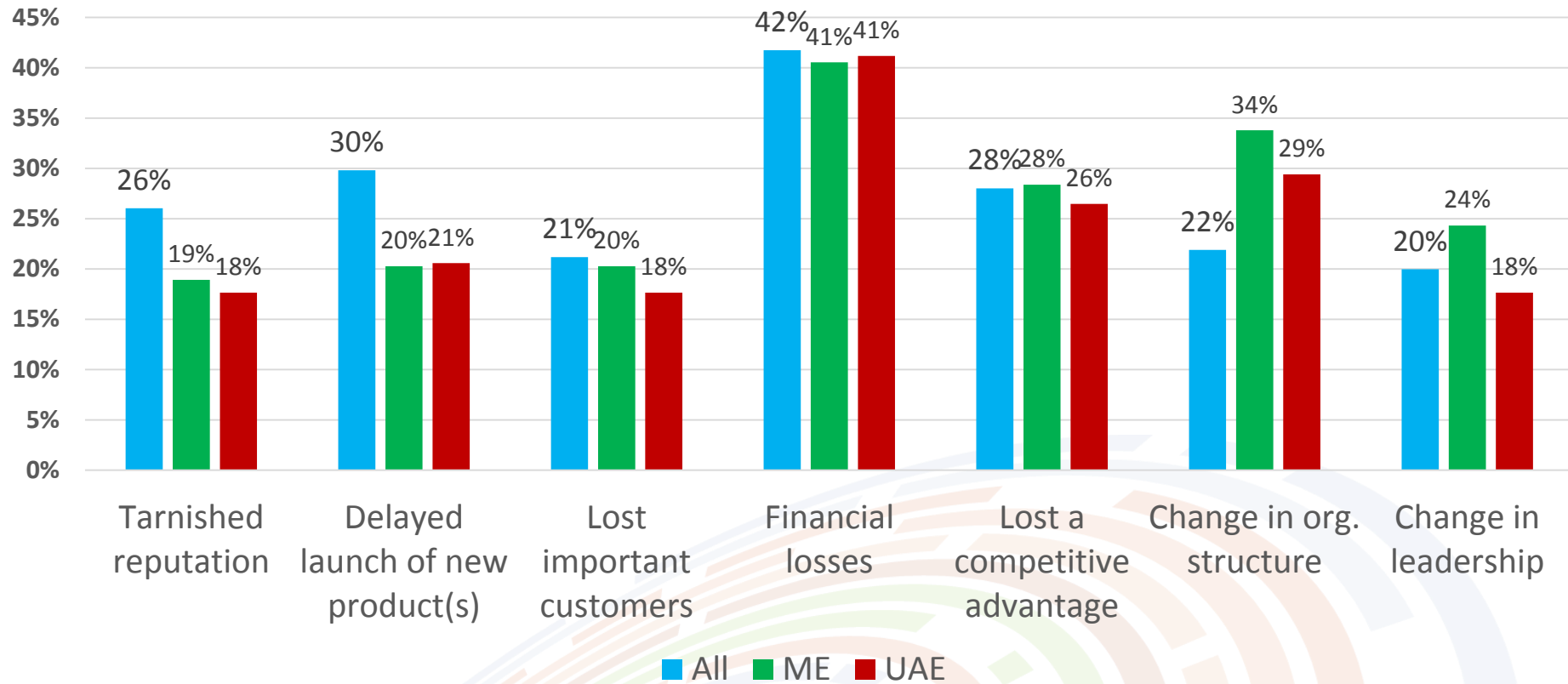
Based on the above research how can we benefit here in UAE ?
How does UAE compare ?

Quality-related Setbacks Organization Faced Over Past Three Years?



Based on the above research what can we do here UAE ?

Consequences Your Organization Experienced Because of These Setbacks?



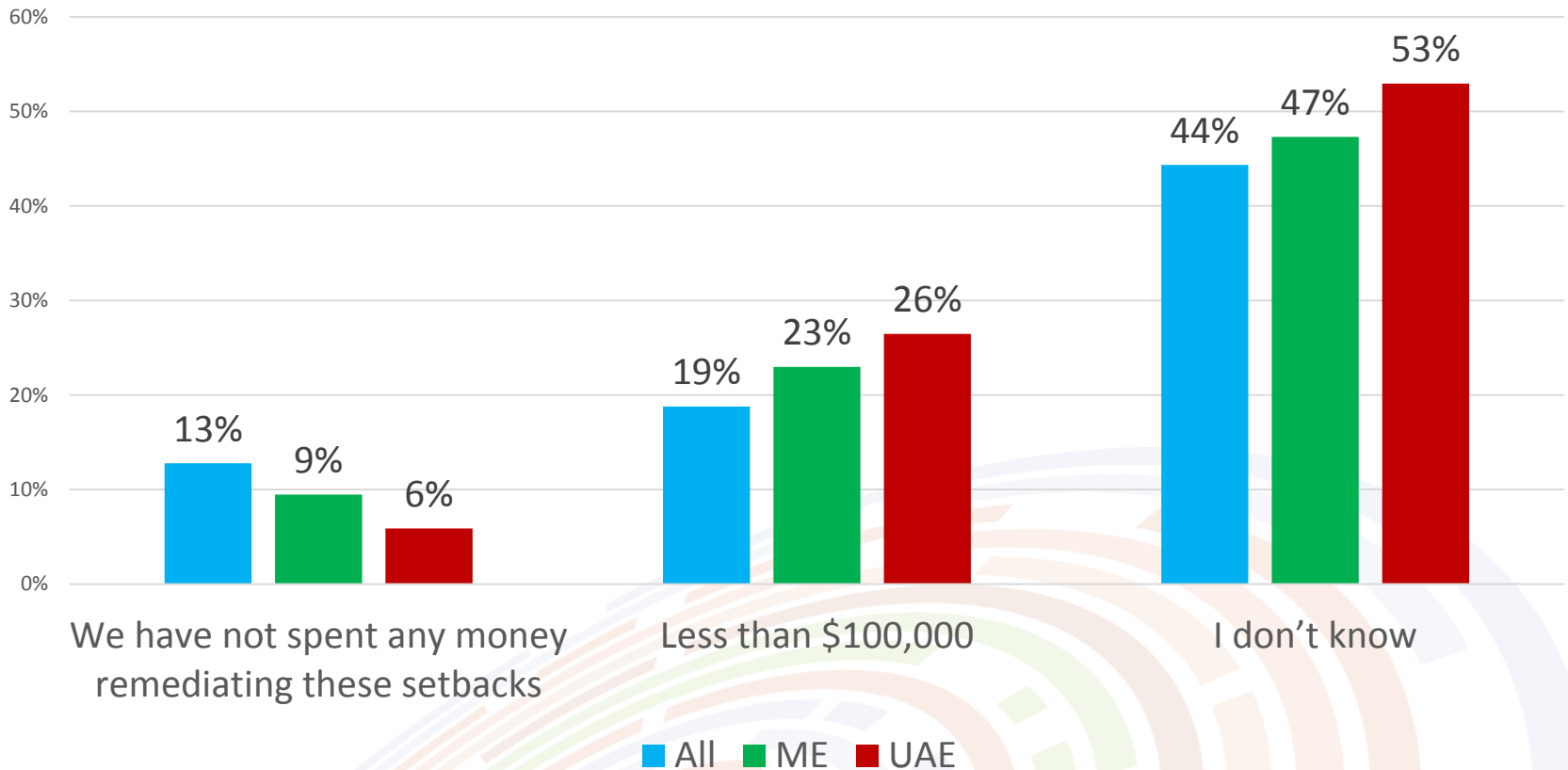
Based on the above research what can we do here UAE ?

Money Spent on Fixing Setbacks



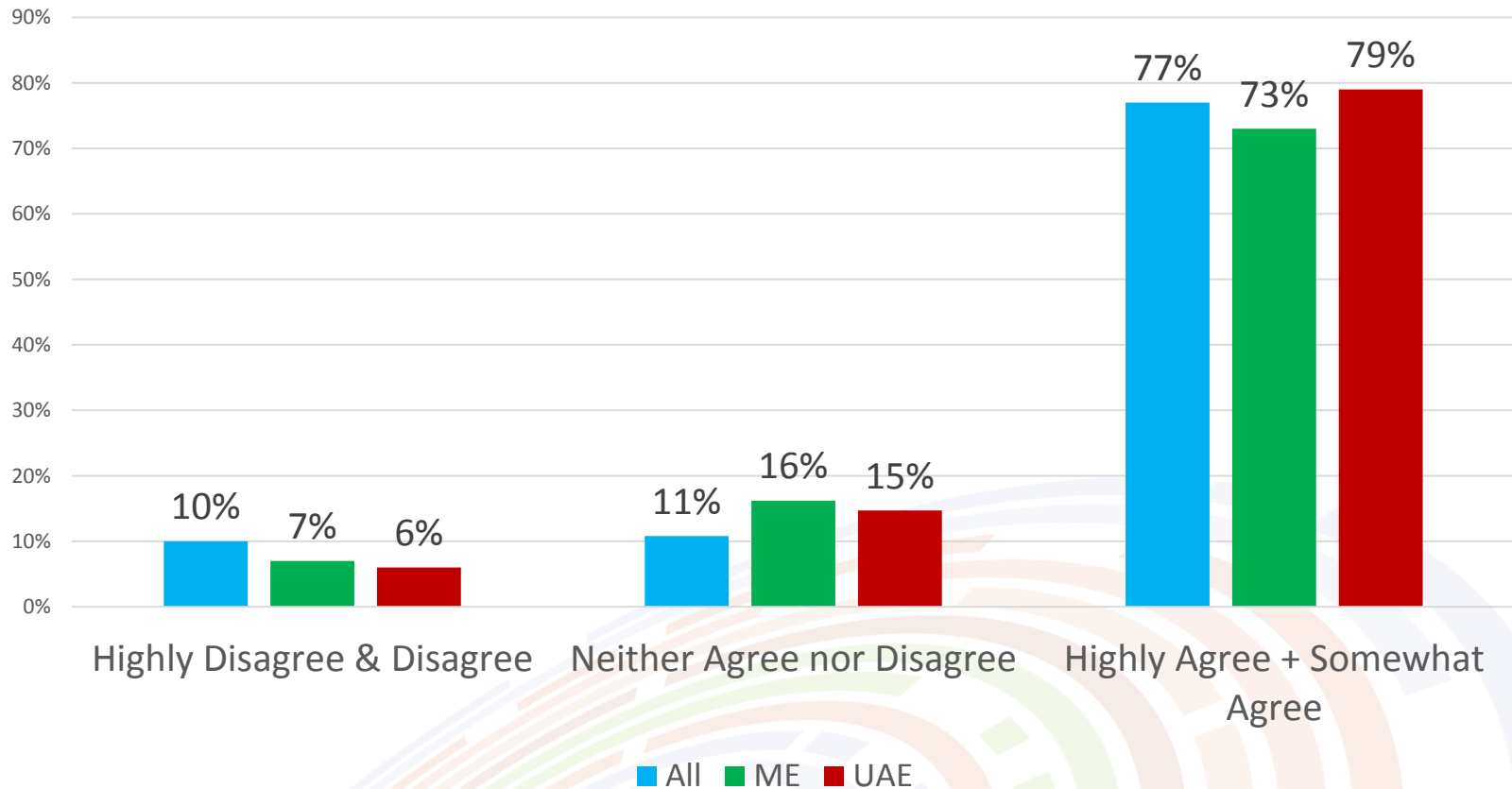
**How Much Money Has Your
Organization Spent Remediating These
Setbacks?**

How Much Money Has Your Organization Spent Remediating These Setbacks?



Based on the above research what can we do here UAE ?

Customer Needs Dictate Our Quality Objectives



Based on the above research what can we do here UAE ?

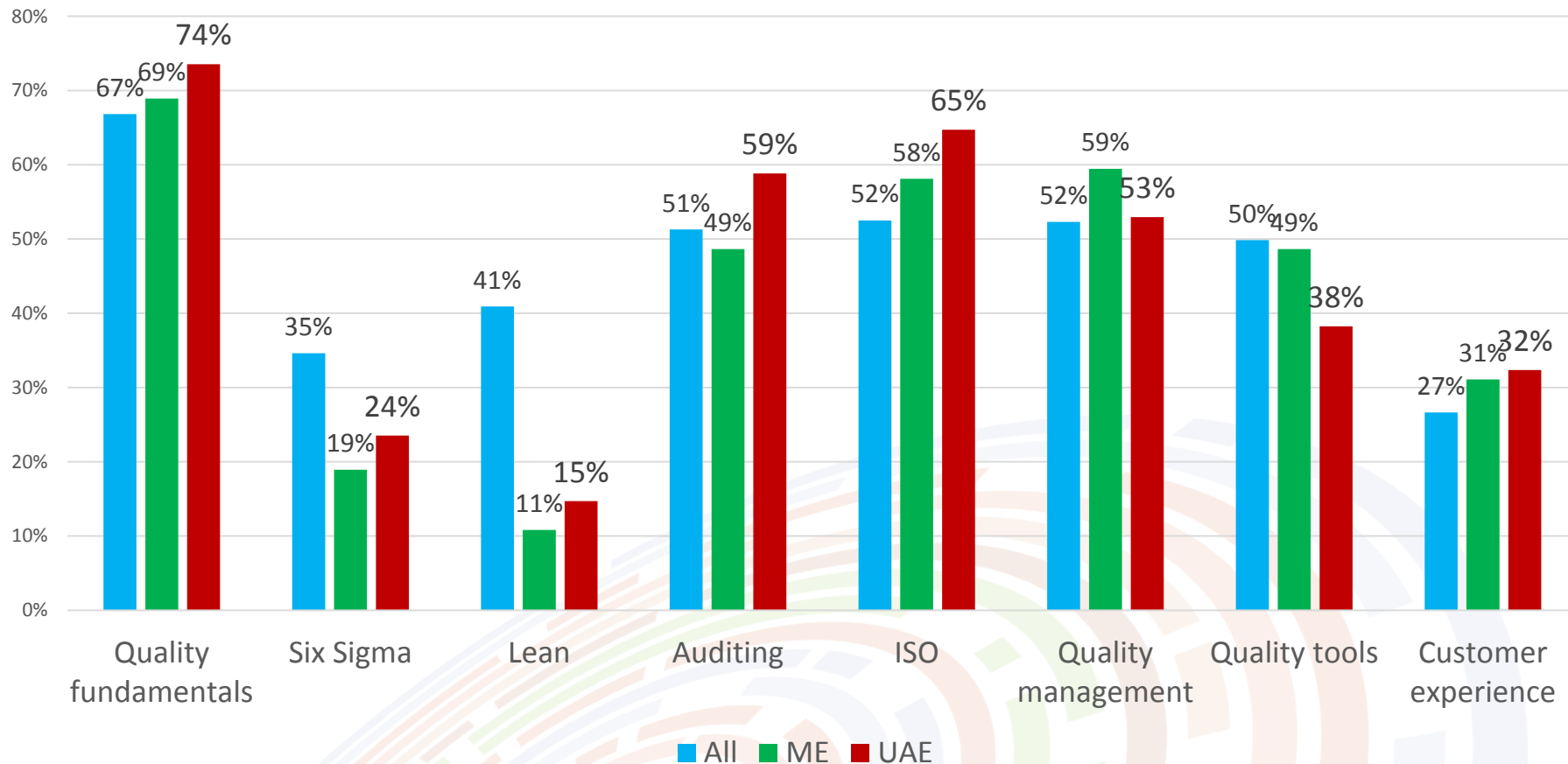
Type of Training Provided



**Types Of Training Your Organization
Provide To Staff Working On Quality-
related Activities?**

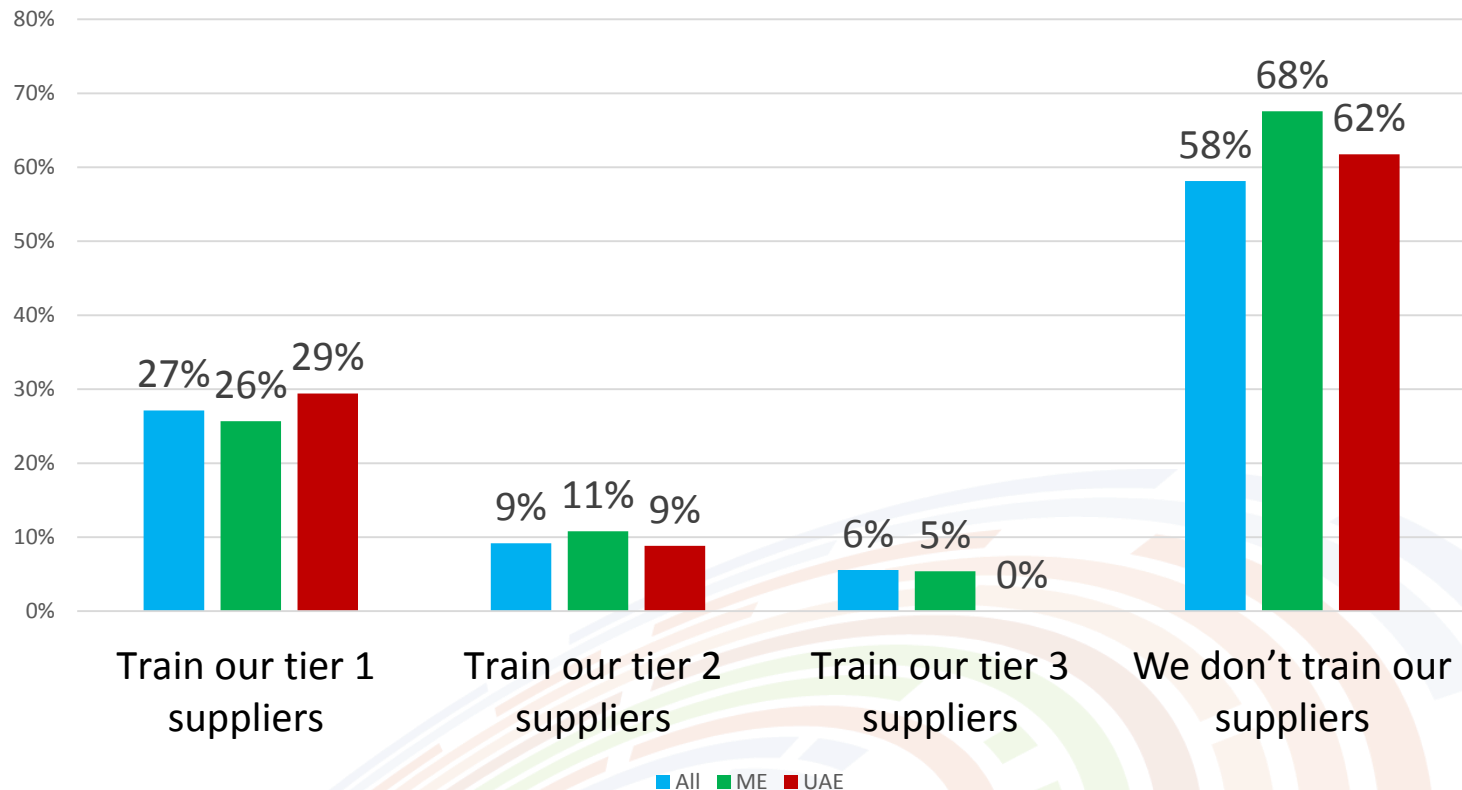
Types of Training Your Organization Provides To Staff Working On Quality-related Activities?

Chart Title



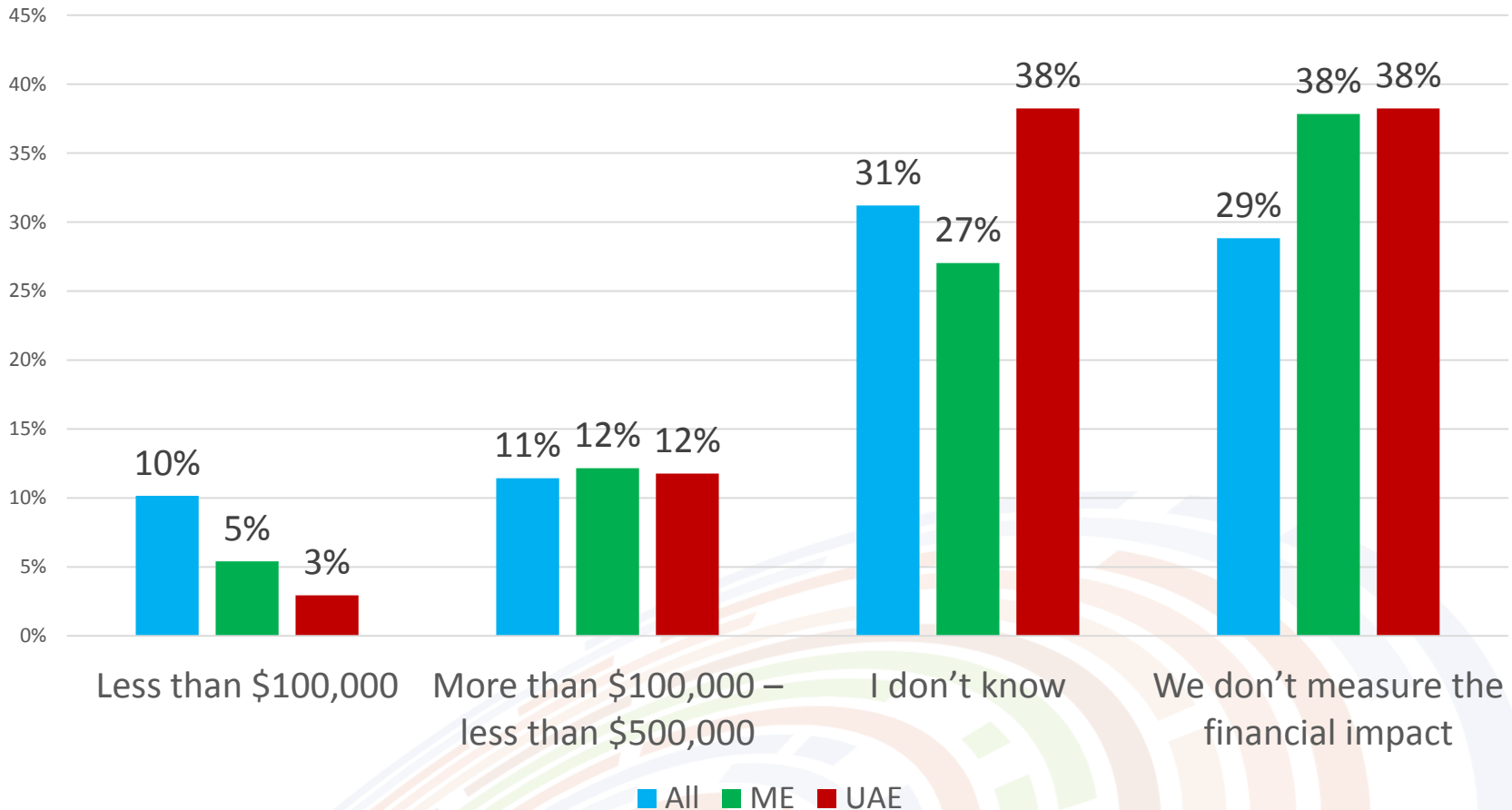
Based on the above research what can we do here UAE ?

Please Select The Following Training Practices That Your Organization Is Currently Utilizing.



Based on the above research what can we do here UAE ?

Financial Impact Your Organization Reaps Annually By Using Quality To Drive Profitability?



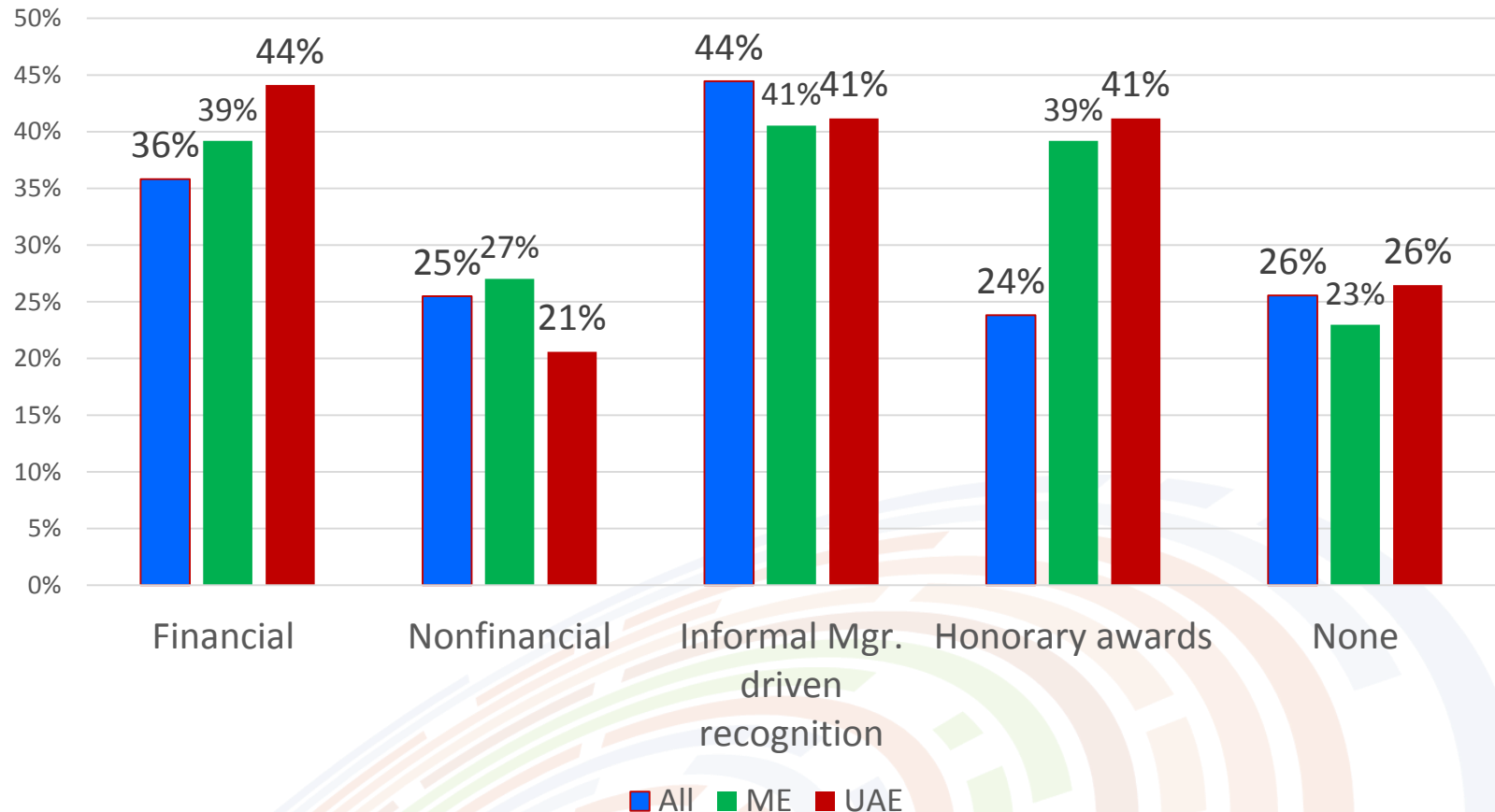
Based on the above research what can we do here UAE ?

Incentives to Encourage Employees for Quality Targets



What Incentives, If Any, Do You Use To Encourage Employees To Meet Critical Quality Targets?

What Incentives, If Any, Do You Use To Encourage Employees To Meet Critical Quality Targets?



Based on the above research what can we do here UAE ?

5. Conclusion

Implications And Opportunities

- ① The shift from compliance to **STRATEGIC ASSET** and competitive differentiator
- ② Organizations are **INCREASING** their **INVESTMENT** in quality
- ③ Opportunities to better measure quality's **FINANCIAL IMPACT**
- ④ The universal demand globally for **BASIC QUALITY FUNDAMENTALS**
- ⑤ Integrating the **CUSTOMER + QUALITY** can be better leveraged
- ⑥ Significant gaps between **WORLD-CLASS** and non-world-class organizations

2016 Advisory Panel

Steven Bailey	Principal Consultant and Master Black Belt, DuPont (retired)
Andrew Baines	Managing Director Global, ASQ
Beth Cudney	Associate Professor, Missouri University of Science and Technology
Randi Dunn	Director QA, Illumina
Gideon Roth	Chairman, International Affairs Committee, Israeli Society for Quality
Roberto Saco	Principal and Founder, Aporia Advisors; Adjunct Professor, Miami Dade College
Paulo Sampaio	Professor of Quality Engineering and Management, University of Minho
Lars Sörqvist	Vice President, International Academy for Quality (IAQ)
Tiia Tammaru	Chairman of the Board, Estonian Association for Quality

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Questions & Answers

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