



Quality Quest

<http://www.weiquality.com/asq1508/>

June 2003 Volume 45 Issue 10

**ASQ Section 1508 St. Petersburg/Tampa
JUNE MEETING
Monday, June 9, 2003**

JUNE SPEAKER

**Mr. LEROY SULLIVAN
DIRECTOR OF ST. PETERSBURG CHAMBER OF COMMERCE
&
OPERATIONS MANAGER, TECO (PEOPLES GAS DIVISION)**

Mr. Leroy Sullivan will be planning to inform the ASQ Chapter about the workforce initiatives within Pinellas County, and the State of Florida. More specifically, he will be introducing our members to the mission, and work of the Pinellas County Workforce Board (WorkNet), and provide valuable information on how WorkNet may be able to assist our businesses in the recruitment of quality employees at little or no cost.

Carl G. Wilkerson
ASQ Programs Chairman

Message from Your Chair

Mark E. Puetz

We Do Not Care about Our Customers

I must admit I am quite surprised at some of the things I have found recently in my travels. Apparently, very few businesses, or at least a whole lot fewer than I would have expected, really know who their customers are, what they value, or even care all that much. Of course, knowing who our customers are may be a function of constantly changing markets and customer preferences. It may be difficult to keep up with that. Not a good reason, but a fair excuse. Not knowing what they value could be a function of insufficient relationships with them. Surveys are expensive and time consuming and maintaining constant contact is even more costly. Again, not a good reason, but a fair excuse. What really surprised me was that few really seem to care.

Perhaps these folks, the uncaring ones, have succumbed to the arguments that markets change too quickly or that relationships are costly to build and maintain. Perhaps they are too busy producing their products or providing their services and simply do not have time to worry too much about the customers. Agh! Customers. Those pesky customers!

“But, but, Mark,” you say, “Surely things are not as you proclaim. We all know how important our customers are. Why would you say such things?”

One of my recent conversations was with an insurance firm. I spoke with the CEO about his strategy and plans for the future. He wanted to shift his business mix to move from B2C into B2B. He wanted to systematize and automate his processes more. And he wanted to ensure that his entire firm was oriented towards the company’s overall goals. Admirable. Right?

However, when I presented him with ideas for identifying what his target customers found valuable (think Lean practices), he focused on those ideas as “customer satisfaction.” His objections centered on not being worried about customer satisfaction right now, as he knows all of his customers are currently satisfied. They are not leaving him, after all. They must be satisfied. The question of what his customers really value certainly is not important enough for him to invest resources into getting it answered. Thus, he plans to go ahead with his ideas for systematization and automation.

What I think he missed, and what I have not yet been able to convey to him, is that the question is not one of customer satisfaction. Rather it is one of identifying what the customer really values and channeling the energies of the organization to optimize those elements. There is no need to waste time on things not valued by the customer. And that time can be used to service other customers. This sort of time and resource savings could be essential to growing the business in the B2B direction he wants to take it. Automation is fine, but why automate waste?!

Continue on next page.....

Message from Chair continued.....

Oddly, I have seen similar sorts of ideas, similar uncaring sorts of ideas, in other places. Consider ...

- Government services are notorious for this. They are excellent at creating legislation and regulations, policies and procedures. They are not so good at balancing the conflicting interests of various customer segments to ensure optimal service ... especially so in a highly litigious environment such as ours. I heard from a small business owner who just opened her business. She told of the challenges she faced in dealing with government departments and regulations and such. She commented at one point that she could barely understand what some of the forms were asking of her, let alone knowing what to respond with in filling them out. We all know about the joys of interacting with the IRS or in dealing with government contracting. And these institutions claim to want our business, to want to serve us?
- A massive data center I toured recently is not even sure who all of its customers are ... or, more correctly, they do not have a clear understanding of various customer segments and requirements. Their Service Level Agreement practices appear to be done on a case by case, ad hoc basis. To their credit, they know this and have begun moving to correct it.
- My former bank (note that I said "former"), was so ignorant of what was valuable to the customer that they were even insulting to those who pointed out to them what they were missing. They issued bank statements, offered online and telephone banking, and had ATMs, as do all banks. However, none of the data in any of these sources matched at any particular point in time. There were several cases where I would find inconsistencies in what I was told about my account on the phone versus what I saw online, and what I knew from my own check register. They told me it was all my fault, that I should go by what was in my check register. Of course, they made their decisions based on what was in their system about my account ... which was different from what they told me on the phone, which was different from what was online, and which was unavailable to me, et cetera. Now, it sure would seem to me that real time, or at least accurate, data is a fair customer service element for a bank, especially given the current capabilities of technology. My new bank seems to agree with me. My online data always matches telephone banking and is often even more up to date than my check register. They get the data in and posted before I can even write it down.

Why is there such a lack of concern for what customers value in such organizations? None of the firms I mentioned are small businesses, except the one who had trouble understanding government forms. Actually, all except the insurance firm are national, very well known firms. You would recognize their names instantly if I were to reveal them here. Why do they have such low regard for their customers? How do they survive?

Hey, at the very least, this says there is a GREAT DEAL of room for improvement. Lots of opportunity there for quality consultants ... if we can get them to pay attention in the first place.

Remember, without customers, we may as well turn the lights off and go home.

Should you have ideas or concerns, please feel free to contact me at 1508asq@tampabay.rr.com

Attention:

**A volunteer is still needed for the Secretary position on the board
for the 2003/2004 year.**

Contact Mark Puetz if interested at 1508asq@tampabayrr.com

ASQ Section 1508 St. Petersburg/Tampa
Next Meeting: *Monday, June 9 2003*
Tutto Favoloso Restauarant
1469 South Belcher Rd.
Clearwater, FL.

Due to the board meeting running from 4:30-5:30, Registration for the meeting will not start until 5:30.

5:30pm – Registration
5:30-6:00pm – Appetizers/Networking
6:00– 6:30 - Pre-Dinner Topic
6:30pm –7:30 - Dinner
7:30pm-8:30 – Speaker

Appetizers are provided by the section.

Directions to Tutto Favoloso (located in the city of Clearwater):

From Tampa, go over the Courtney Campbell Causeway to your 7th traffic light, this is Belcher Road, make a LEFT go 3/4 of a mile Restaurant is on the left if you pass Nursery Road or Bellair Road you went to far.

From St. Pete., take US19 North to you see Nursery Road at this traffic light you make a Left, go to your first traffic light make a Right onto Belcher Road, then make a Quick Right into the strip-mall parking lot.

On-line Reservations <http://weiquality.com/1508res> to make a reservation

Please e-mail your reservations, with your phone number and company name to Sophie and Heike.

SGarancher@Transitions.com

Heike@tampabay.rr.com

If you prefer you can still call the ASQ Reservation Hot Line at:

(813) 872-1500 x 5557

Before 4:00PM, Thursday, June 5, 2003

Cancellations should be made by noon on the Friday before the meeting but every effort will be made to accommodate late cancellations. If you have a special dietary request - vegetarian or low fat. - please indicate this at the time you make your reservation. \$20.00 per member with a reservation or \$25.00 at the door for guests and members without a reservation. **Only cash or check accepted at the door.** If you make a reservation and do not attend, the section must still pay for your meal. In this event you should reimburse the section by sending a **check**, payable to ASQ, for \$20.00 to our treasurer, **Anthony Povio, 18008 Wynthorne Drive, Tampa, FL. 33647**

ASQ would like to thank **Electric Supply of Tampa** for their continued support providing the reservation hotline.

May's Speaker

MAY 2003 ASQ Activity Facilities Tour EVA-TONE

Mary Anderson, Director of Quality, and Certified 6 Six-Sigma Black Belt at EVA-TONE, was extremely eager to have the ASQ chapter tour her facility located on Ulmerton Road in Clearwater, Florida.

EVA-TONE offers customized solutions for digital, and traditional communication alternatives. A company committed to offering the highest quality print, audio, data and multimedia products, supported by dedicated customer service, and strict quality standards. Multiple priority projects are their specialty. EVA-TONE claims as single source for all your media production, and marking needs.

After receiving a detailed history about the 75 year old privately held, family owned, fourth generation business, our chapter journeyed on a venture that provided first hand insight of the 200,000 square foot state of the art facility. We actually had the opportunity to see how they do it all under one roof. Our group witnessed the CD-Replication and Audiocassette Manufacturing Process, Multimedia Quality Assurance, the Digital Prepress, the state of the art Print and Bindery facility, and the Assembly and Mailing operations. The group was actually afforded the chance to touchy feel, finished, ready for shipment product, at the final completion stage.

ASQ would like to thank our own ASQ member Mary Anderson, her Leadership Team, and all of the ASQ chapter members who attended this special event.

Submitted by: Carl G. Wilkerson
ASQ Programs Chairman

QARA Compliance Connection, Inc.

P.O. Box 448 • Odessa, FL 33556 • (813) 784-8457 • www.qaracc.com

You have the talent, you have the experience, but do you have the time to develop an effective training program? Don't worry, QARA Compliance Connection has the answer to your training needs!

Cost effective, easy to use quality system training modules!



Available modules include:

- ✓ FDA QSR Overview
- ✓ FDA QSR Executive Overview
- ✓ FDA QSR Employee Overview
- ✓ ISO 9000:2000 Overview
- ✓ Design Controls
- ✓ Internal Auditor Training

Each module includes an Acrobat® formatted CD-ROM presentation, a “train-the-trainer” Instructor’s manual, a comprehension exam (i.e. training record), and a 3-per-page master handout for trainees.

Email us at info@qaracc.com or visit our website at www.qaracc.com for more information

2003 CERTIFICATION EXAM DATES

<i>Exam</i>	<i>Exam Date</i>	<i>Application deadline</i>
CQE/CQA/CSQE/CQIA CCT (Pilot)	June 7	Passed
CQT/CRE/CMI/HACCP Biomedical Certified Quality Manager Six Sigma Black Belt	October 18	August 22
CQE/CQA/CSQE/CQIA CCT	December 6	October 3

Recertification

Recertification Chair: Heike Johnson

Please send all recertification packets to:
Heike B. Johnson
ASQ 1508 Recertification Chair
e-image• Digital Studios, Inc.
2106 Climbing Ivy Drive
Tampa, FL 33618-1709

***Local Job Available
See Description below:***

We are seeking a Quality Assurance Supervisor in the Greater Tampa Bay area. We thought you might know someone who might want to be alerted to this immediately available opportunity.

The ideal profile we are seeking:

- 1.) expertise in **ISO** requirements, implementation, and administration;
- 2.) must have basic computer skills;
- 3.) bilingual (Spanish / English) fluency preferred;
- 4.) experience in manufacturing, production, or industrial services preferred.
- 5.) verifiable work history required;
- 6.) must be able to pass employment physical, with broad spectrum drug screening.

Any interested party should copy and paste their resume as the E-mail message, and not as an attached document. (We do not open attachments for security reasons.) Are they ready to make a decision, and make a change? Upon receipt of this information, if appropriate, I will make contact.

Thank you for your professional courtesy! If we can be of service to you or your firm, please, contact me.

Kent Hedman,

817 277-0888; 1khedman@attbi.com

(We are on Central Daylight Time; G.M.T. minus 4)

2002 - 2003 President of the Society of Executive Recruiting Consultants, Inc.

HEDMAN AND ASSOCIATES

"We help build high performance teams."

3312 WOODFORD, SUITE 200; ARLINGTON TX 76013-1139



Attn: J. Conrad
 19824 Wyndham Lakes Drive.
 Odessa, FL 33556

NONPROFIT ORG
U.S. POSTAGE PAID
PERMIT # 2292
TAMPA, FL

Quality Quest is published monthly by the Tampa/St. Petersburg Section of the American Society for Quality.

Board Members

Section Chair
Mark Puetz
 E-mail: 1508asq@tampabay.rr.com

Treasurer
Anthony Povio
 E-mail: apovio@earthlink.net

Secretary
Glenn Cavanaugh
 E-mail: Gcavanaugh@essilorusa.com

Programs
Carl Wilkerson
 E-mail: Carl_G_Wilkerson@raytheon.com

Newsletter
Camilla Williams
 E-mail: c4cwill@aol.com

Past Section Chair
John Conrad
 E-mail: John@weiweb.com

Education Chair
Alain Gaumier
 E-mail: Algaumier@aol.com

Arrangements Chairs
Sophie Garancher
 E-mail: SGarancher@Transitions.com

Recertification/Arrangements
Heike B. Johnson
 E-mail: Heike@tampabay.rr.com

Examining Chair
Debbie Holt
 E-mail: holdt@baxter.com

SMP Chair
Ed Pagnott
 E-mail: epagnott@aaronmed.com

Placement Chair
Guerry Thode
 E-mail: Thode@gte.net

Audit Chair
Mark Anderson
 E-mail: Manderson@gaf.com

Membership Statistics	
Fellows	5
Members	756
Seniors	52
Students	3
Sustaining	4
	=====
Total	820