

TQM:

Total quality management (TQM) is a management strategy that focuses on customer satisfaction and quality service. TQM is a data-driven approach that emphasizes a company-wide effort to eliminate or reduce errors. The goal of TQM is to foster customer loyalty by delivering service levels that keep customers coming back.

TQM emphasizes that quality assurance is a shared responsibility that affects all aspects of a company. All members of an organization participate in improving processes, products, services, and the culture in which they work.



The five major steps to TQM are:

- Commitment and understanding from employees
- Quality improvement culture
- Continuous improvement in process
- Focus on customer requirements.
- Effective control

The main principles of TQM are:

- Customer focus
- Leadership
- Involvement of people
- Process approach