



3-1 Discussion: Defining Quality

Define quality in your own words. Considering your definition and the materials you reviewed this module, why is quality so important to an organization?

Find an example of a company that has experienced a quality problem and describe the situation and its ramifications. Was the problem ever fixed?

In response to your peers, discuss an alternate solution that could be employed to resolve the issue.

To complete this assignment, review the [Discussion Rubric](#) document.

Rubrics

 [Discussion Rubric: Undergraduate](#)

Start a New Thread

Sort by:

Filter by: [All Threads](#) 

[Least Recent Activity](#) 

Module 3 - LQ

Lisa Quist posted Jul 14, 2019 4:28 PM  [Subscribe](#)

Quality for me is a business that builds its business with integrity and hires people who share this mission. You can see the effects of integrity in customer service and products delivered. In a company that is operating based on ethics, it can be seen in the way the client is treated at every turn. When you call the customer service line, you are quickly connected to a person who is empowered to help you and correct the issue on the first call. We all know companies that we call and we are on hold "forever" and when we do finally get through, you can tell the CSR you talk to does NOT care if they are able to resolve the problem you called about, in fact, you are quite clearly an interruption in their day. Sadly, recently, I have found myself being surprised when I call a customer service line and the person on the other end is actually engaged in trying to solve the issue I am calling about.

A company that has had a major quality problem recently is Wells Fargo. In September 2016 it was discovered that employees had created 1.5 million fake accounts in an effort to meet their sales goals. Later that same month, Wells Fargo was fined for improperly repossessing cars of members of the military. In March of 2017 the number of fake accounts was found to actually be 3.5 million. In August of 2017, the company was sued for allegedly overcharging small businesses for use of the credit card and early termination fees. They have admitted to charging customers for mortgage fees they didn't deserve and auto and pet insurance the customers did not need and never signed up for (<https://money.cnn.com>).

Wells Fargo has hired employees specifically to improve customer relations and rebuild trust. At this point, Wells Fargo is still trying to recover its reputation. According to Financial Times (January 13, 2019) immediately after the scandal, growth of new money was at 0%. In the past twelve months that has grown to 2%, but before the scandal the

rate was 5% or higher. It remains to be seen if Wells Fargo can completely recover from this scandal, and if so, how long it will take.

Peace

Lisa Quist

[^ less](#)

3

Unread

3

Replies

8

Views

Last post **8 hours ago** by

Eric Gushee

Jamy 3-1 Discussion: Defining Quality

Jamy Deutch posted Jul 17, 2019 4:27 PM

[★ Subscribe](#)

Quality is meeting or exceeding the expectations in build, longevity, precision, etc. of a product, or meeting or exceeding expectations of customer experience in a service. It's directly related to the sense of value to the customer. Quality is responsible for repeat business, customer retention, and increases in sales from word of mouth.

Customer service needs to be efficient enough to not cause long queue times, but robust enough to spend time with their customers to impress with the ability to resolve issues and help with tutorials. Quality service also hinges on going above and beyond sometimes as seen sometimes in the form of monetary credits or free replacements for the inconvenience. We are mostly in an era where prompt and helpful service is a pleasant surprise rather than the standard. It's an important puzzle to balance staffing levels, hold times, policies to ensure customer satisfaction while still being profitable from the initial product or service earnings. This comes back to the importance of quality in your product or service to begin with. If you can minimize the need for customer support, there is efficiency generated by a reduction in customer service/support and materials or resources needed for production and services. Prices for the customer can be lowered when expenses aren't

all going to support. Quality, in business, means more efficiency and profitability.

Johnson & Johnson in 2013 had yet another quality control issue after a couple pharmaceutical products turned up major health hazards. Johnson and Johnson's pharmaceutical unit, Janssen, informed doctors and patients that it was recalling one lot of Risperdal Consta, an injectable anti-psychotic treatment, after routine testing turned up evidence of mold. The following week, Johnson & Johnson recalled 200,000 bottles of liquid Motrin for infants because they may contain tiny particles of plastic around the size of poppy seeds. In both cases, the recalls involved products or ingredients that were made by outside companies. J&J has recalled everything from Tylenol to contact lenses and artificial hips in the past decade, and was/is operating under a consent decree with the Food and Drug Administration in which it has promised to overhaul production at three manufacturing plants. One plant, in Fort Washington, Pa., has been closed since 2010. (Thomas, 2013).

Johnson & Johnson is historically one of America's largest and most trusted brands. Recalls are going to happen on occasion, but a large number of products with relative frequency damages the company's image with investors, business partners, and consumers. They've made an attempt to remedy their quality control problems via SCM. "Ernie Knewitz, a spokesman for Johnson & Johnson, said the company had been working to improve quality by creating a single, streamlined supply chain and shifting focus to the early detection of potential problems" (Thomas, 2013). They also named a new chief executive, Alex Gorsky, to replace William C. Weldon, who had been criticized for focusing too much attention on cost-cutting and too little on quality (Thomas, 2013). As they improve quality, naturally they encountered more products that needed to be recalled due to an increased awareness. This had to be counteracted with marketing and public relations to regain confidence

in the brand. It has a renewed sense of the importance of quality, and has since learned the importance of supply chain management as a tool

[^ less](#)

0 0 4
Unread Replies Views

Week 3

Eric Gushee posted Jul 16, 2019 2:37 PM [☆ Subscribe](#)

Quality is the ability to create a product or service and create it with the expectations that is set from the customer or the company. For example if a customer is expecting a box to be red and the organization gives them a blue box, then the quality is not up to the customer's expectations and there for their quality is not up to par.

In terms of quality issues with companies, you can pretty much look up any tech company that has intense competition from other tech companies. Take Apple versus Samsung. The companies always tries to out do each other by getting their products out first but as a result have ran into issues with quality that have even seriously injured people. Apple's flub was the phone was so thin that bent in people's pocket or did not work well in environments that were less than 30 degrees. Samsung put out a phone that would literally catch on fire which result in several people being badly burned and a ban on

[^ less](#)

4 4 5 Last post 4 hours ago by
Unread Replies Views Jamy Deutch

3-1 Discussion: Defining Quality

Stephanie Porter posted Jul 16, 2019 11:33 AM [☆ Subscribe](#)

Quality to me is to have a good product that meets my expectations as a consumer. Quality is very important to any organization, because it can affect their reputation. I would rather pay a little bit more for a quality item than buy a cheaper one that wont last. For example, this past weekend I was talking about school clothes with a friend of mine that is a foster parent and currently has 11 kids including her own. My son is going into high school and has requested a specific pair of Adidas

tennis shoes. She was telling me that she would not buy anything other than Under Armour tennis shoes, because the quality is great and that you literally get your money's worth because they last forever. This is also an example of product liability. These Under Armour shoes are indestructible in her eyes. So for Under Armour the quality of their shoes is very important and it has made an impact on this family of 13.

An example that I found about a company experiencing a quality problem was when the Samsung Galaxy Note 7 had a recall on it due to it overheating and becoming a fire hazard. A manufacturing problem led to the positive and negative ends to touch and would cause the phones to short circuit. This was a big quality issue for them. Samsung actually quit manufacturing this phone, this costed Samsung billions of dollars. With quality there is always cost. In this case Samsung had to absorb this money to make sure their reputation was saved by the consumer being satisfied. According to the Wall Street Journal Samsung mishandled this recall. They had not thoroughly investigated the cause and the replacement did not work. The lesson here is realizing that a good quality management system needs policies and procedures to guide responses to significant issues. It is important to have established protocols in place to make sure problems are handled properly, ensuring immediate consumer safety while getting to the root cause of an issue. This includes protocols for managing regulatory compliance across all product stages, including recalls (n.d.). Samsung now has trust and relationships to mend with their customers. I would say that the problem was not fixed initially, but that they did stop manufacturing this phone. They should have investigated the issue further in the beginning and resolved it to assure this would not happen again during the manufacturing process.

[^ less](#)

Unread Replies Views

Last post **3 hours ago** by
Jamy Deutch

Quality

Patrick Rose posted Jul 16, 2019 7:39 PM ☆ [Subscribe](#)

Quality is the cornerstone of a successful business. It is vital that customers feel they are getting the best for their money. Businesses need to provide the highest in quality for products as well as service. Cutting corners in production and service does not render quality results.

In 2009, The New York Times online posted an article about the Johnson & Johnson company. The article is plainly titled, "New Recalls by Johnson & Johnson Raise Concern About Quality Control Improvements". In this article there is information about a recall of 200,000 bottles of liquid Motrin for infants because they may contain tiny particles of plastic. I have a daughter who is 2 years old so this article stuck out to me like a sore thumb! I have used these products on my own child! The recalls involved products or ingredients that were made by outside companies. These manufacturers were third-party. Ernie Knewitz, a spokesman for Johnson & Johnson was quoted saying that "The company has been working to improve quality by creating a single, streamlined supply chain and shifting focus to the early detection of potential problems." One plant, in Fort Washington, Pa., has been closed since the incident occurred. "This heightened attention has led to several product recalls. Our goal is to minimize recalls, and yet when we recall a product, we are acting in the best interest of the consumers of our products."

Since, that specific product has not been recalled for the same reason but has been recalled for other reasons such as not dissolving properly. This happened in 2017 by a manufacturer in Puerto Rico.

I don't think pharma can fix ALL the problems. They go from one manufacturer to another to save costs. Outsourcing from another

[^ less](#)

2

Unread

2

Replies

4

Views

Last post **3 hours ago** by
Jamy Deutch

< 1 / 1 >

Reflect in ePortfolio

< >

Activity Details

Task: Reply to this topic

Starts Jul 13, 2019 11:59 PM

Assessment



Discussion

Rubric:

Undergraduate