

Effective Management

BMGM4000

Week 6: Quality Management

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What have we done last week?

- Definition of Market Research
- Methods of Market Research
- The Role of Manager
- Social Media Management Examples

Aims & Objective

Aim: Understanding how to manage quality in hospitality industry

Objectives:

- Understanding what is Quality Standard
- Understanding the tools of Quality Management
- Able to apply quality management in hospitality

What is quality standard?

Quality standards

Quality management standards to help work more efficiently and reduce product failures (ISO, n.d.).

- British Standards Institution (BSI)
- International Organization for Standardization (ISO)

British Standards Institution (BSI)

- 1901 by Sir John Wolfe-Barry, the world's first National Standards organization
- Both people and organisations to perform at a high standard.
- They share market insights, knowledge, the latest innovations, and best practice with the aim of “making excellence a habit all over the world, every day” (BSI, 2021).
- BS 7850-1:1992 Total Quality Management



BS 7850-1:1992

- A management system which is based on assessing the resources and processes of the business to evaluate what it does well and what they need to develop
- Using resources effectively and support the business to meet its objectives

ISO

- International Organization for Standardization
- Founded in 1947
- ISO 9000



ISO 9001

- ISO 9001 sets out the criteria for a quality management system and is the only standard in the family that can be certified to (although this is not a requirement). It can be used by any organization, large or small, regardless of its field of activity. In fact, there are over one million companies and organizations in over 170 countries certified to ISO 9001.
- This standard is based on a number of quality **a strong customer focus, the motivation and implication of top management, the process approach and continual improvement management principles** including. These principles are explained in more detail in ISO's quality management principles. Using ISO 9001 helps ensure that customers get consistent, good-quality products and services, which in turn brings many business benefits (ISO, n.a.).

ISO 9001:2015





RESULTS



Developing a Quality Culture

QC & QA

Quality control (QC)

Focused on fulfilling quality requirements through operation techniques and activities.

Quality assurance (QA)

Focused on how a process is performed or how a product is made and starts once production ends

Setting Quality Standards

- Clear policies and procedures

Examples:

- ✓ Recruitment and selection policies
- ✓ The process for operating machinery
- ✓ **Service Operation Standards (SOP)**

Standard Operation Procedure (SOP)

Ensure employees have a **consistent procedure** to provide meet the organization standard.

- ✓ Rules
- ✓ Standards
- ✓ Norms

Facility and Equipment

- Laundry and linen use
- Dining area sanitation
- Thermometer calibration
- Ice machine cleaning
- Pest control
- Dishwashing
- Equipment cleaning and sanitizing

Hygiene

- Handwashing practices
- Employee health and personal hygiene
- Use of utensils and gloves
- Staff contact with blood

Food Production and Preparation

- Food preparation and handling
- Holding- and reheating food temperatures
- Take-out and delivery standards
- Refrigerator and freezer maintenance
- Food storage
- Purchase and handling food from outside sources
- Recycling and composting food waste

- Customer service standards
- Front-of-the-house greeting and seating
- Billing and final settlement
- Food safety regulations
- Staff orientation and training
- Engagement with kitchen visitors
- Communication of restaurant safety measures
- Response to foodborne illness complaints and reports

Communication

How to set up the SOP?

Setting up SOP

- Rules and Regulation
- Health and Safety
- Company Policy
- Compliance
- Service Standard
- Cost & Revenue

What is the purpose?

Example for Waiter/ Waitress

- Welcoming the Guests
- Take Beverage Order
- Take Food Order
- Upselling
- Dealing with Food Allergies and Special Dietary Requirements
- Checking if everything all right
- Farewell the Guests

Why we need SOP?

- Standardize the procedures
- Simplify Regulatory Compliance
- Streamline Employee Onboarding
- Enhance Customer Service Fulfillment
- Standardize Recurring Operational Responsibilities
- Ensure Cleanliness and Personal Hygiene

Activity – Group Discussion

- What are the advantages and disadvantages of SOP?

A woman with long dark hair in a ponytail, wearing a white long-sleeved shirt and a dark skirt, is shown from the side, knocking on a light-colored door. The background is a plain wall.

Knocking on the door 3 times
announcing "Housekeeping"

Soft Skill

- Interpersonal skill
- Problem Solving Skill
- Communication Skill

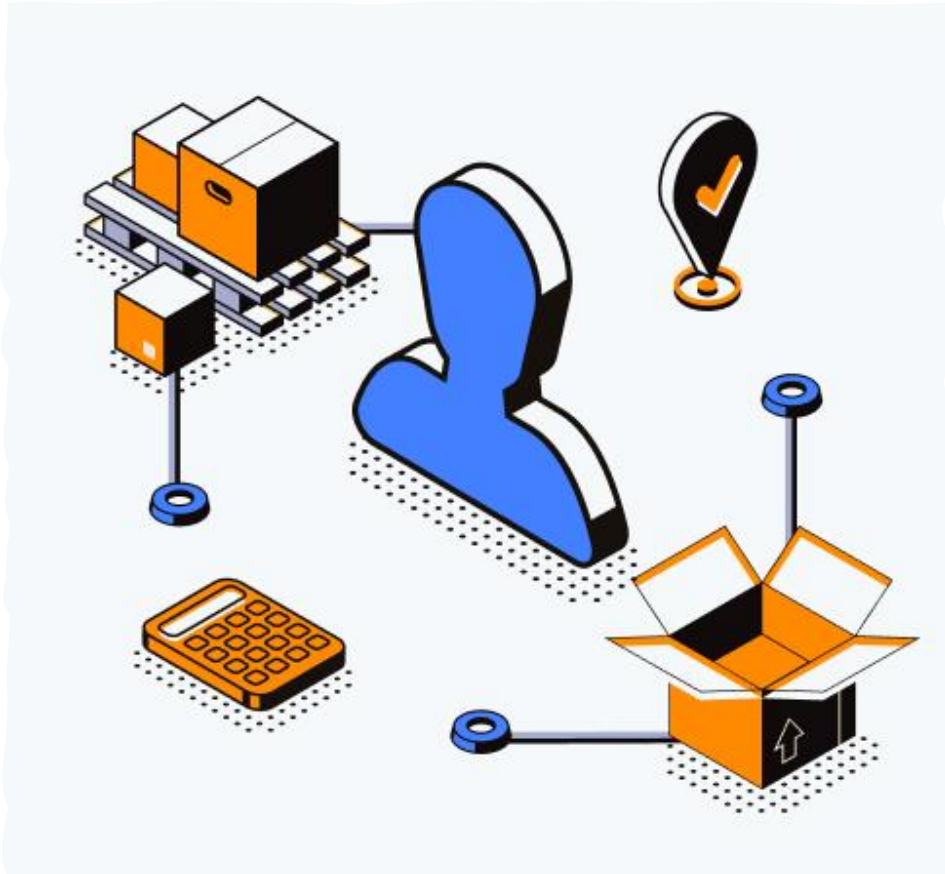


Quality Control & Quality Assurance

Scenario

- Purchasing
- Food Production
- Service Operation

Partnership Working with Suppliers and Customers



- Product quality
- Building Relationship with the suppliers

Quality Control Sabotage

- Example from Hell's Kitchen

Season 19 - Episode 14

- It happens in real life....






HELL'S KITCHEN

Mystery Shoppers



MYSTERY SHOPPPER

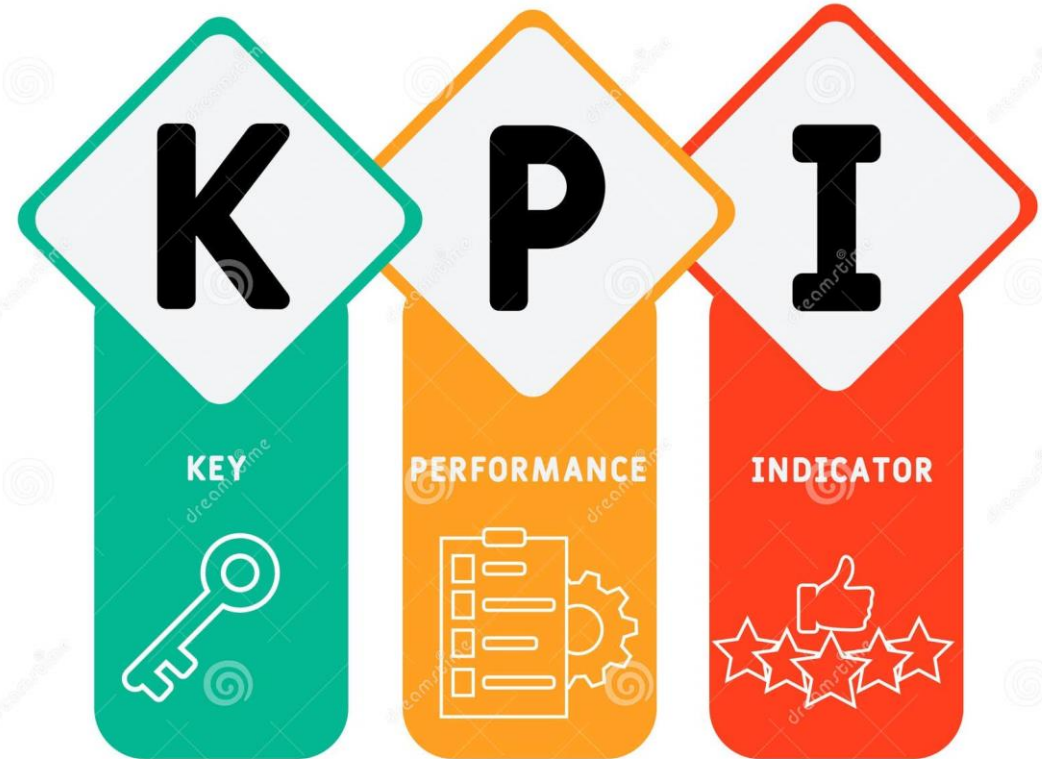


Performance Measure

What are the tools for performance measure?

Performance Measure Tools

- Appraisal
- Peer Review
- **Key Performance indicator**



Key Performance Indicators

- Reduction in Numbers of Complaints
- Increase in Profit
- Reduction in turnover of staff
- Repeat business from loyal customers



Tools

- Opera PMS system
- Salesforce





What is CRM Analytics?



Conclusion

- Quality Standard
- SOP
- Quality Control
- Performance Measurement

Next Week...

- Legislation and Regulation

List of Reference



