


SUCCESS



Co-funded by the
Erasmus+ Programme
of the European Union



Managing the Quality of the Offering

SPORT MANAGEMENT AND LEADERSHIP TRAINING
PROGRAMME

21 October 2016, Rome, Italy
Vitalijus Vasiliauskas (LNOC)



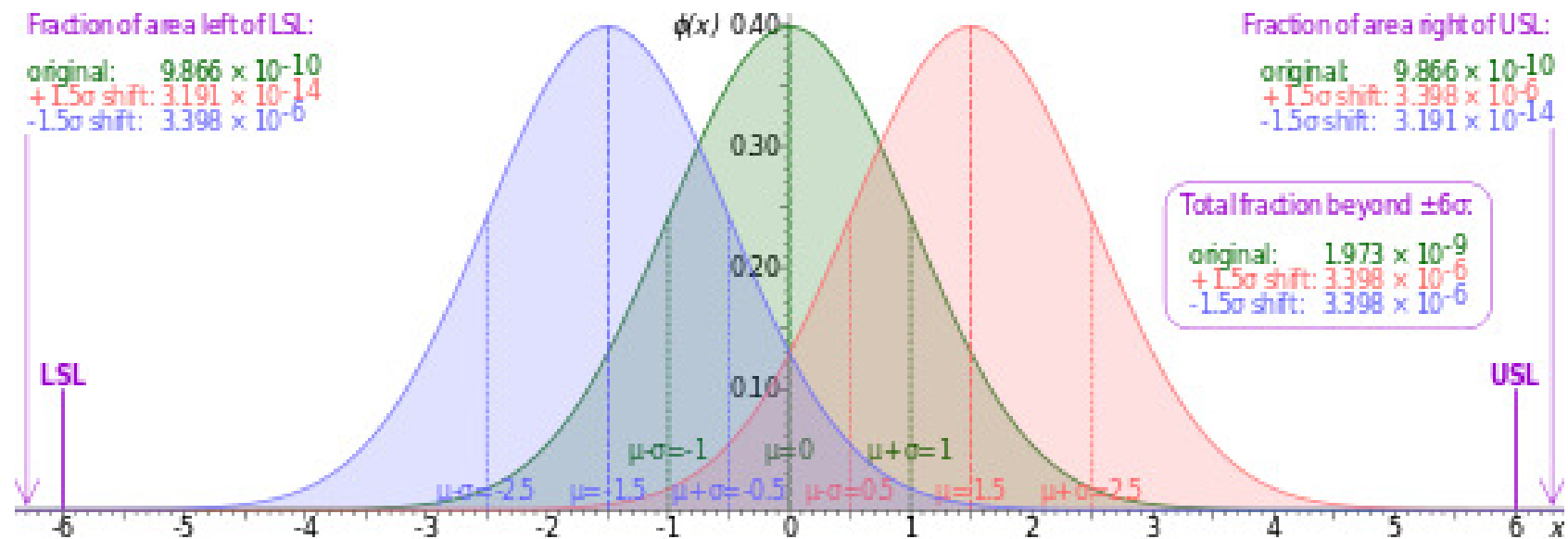
SUCCESS

Managing the Quality of the Offering

1. Purpose of QO;
2. Gap
3. QO Dimensions;
4. Stakeholders analysis;
5. Quality improvement.

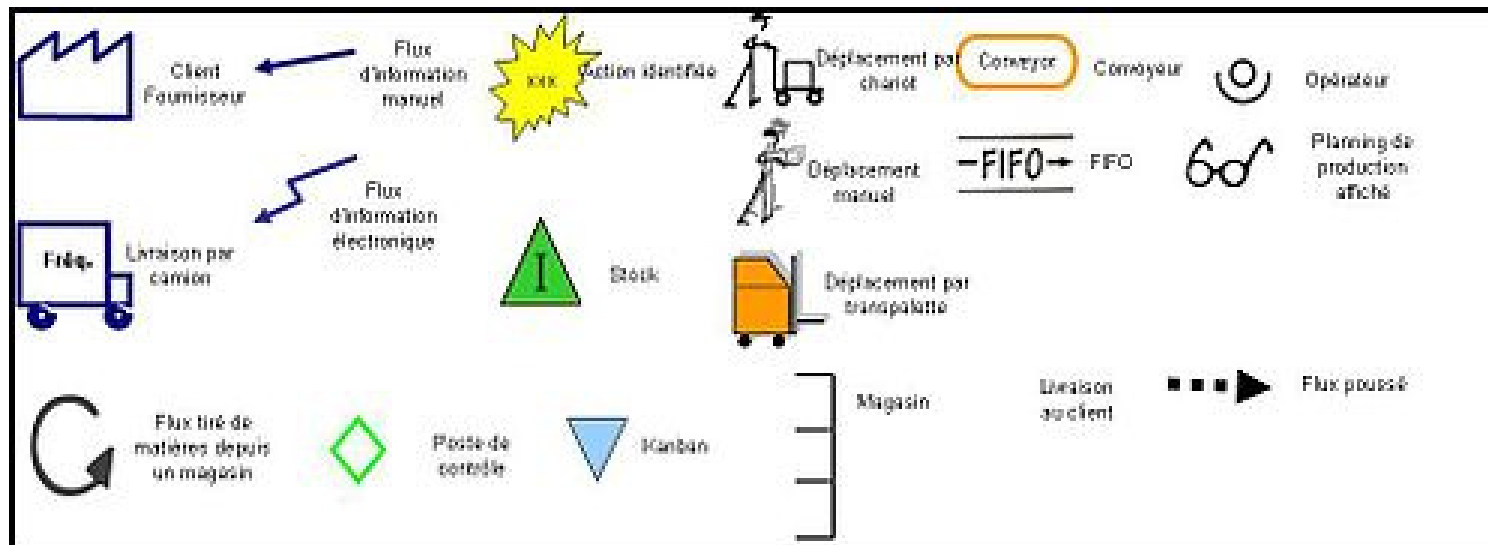
Managing the Quality of the Offering

- **Six Sigma** is a set of techniques and tools for process improvement:



Managing the Quality of the Offering

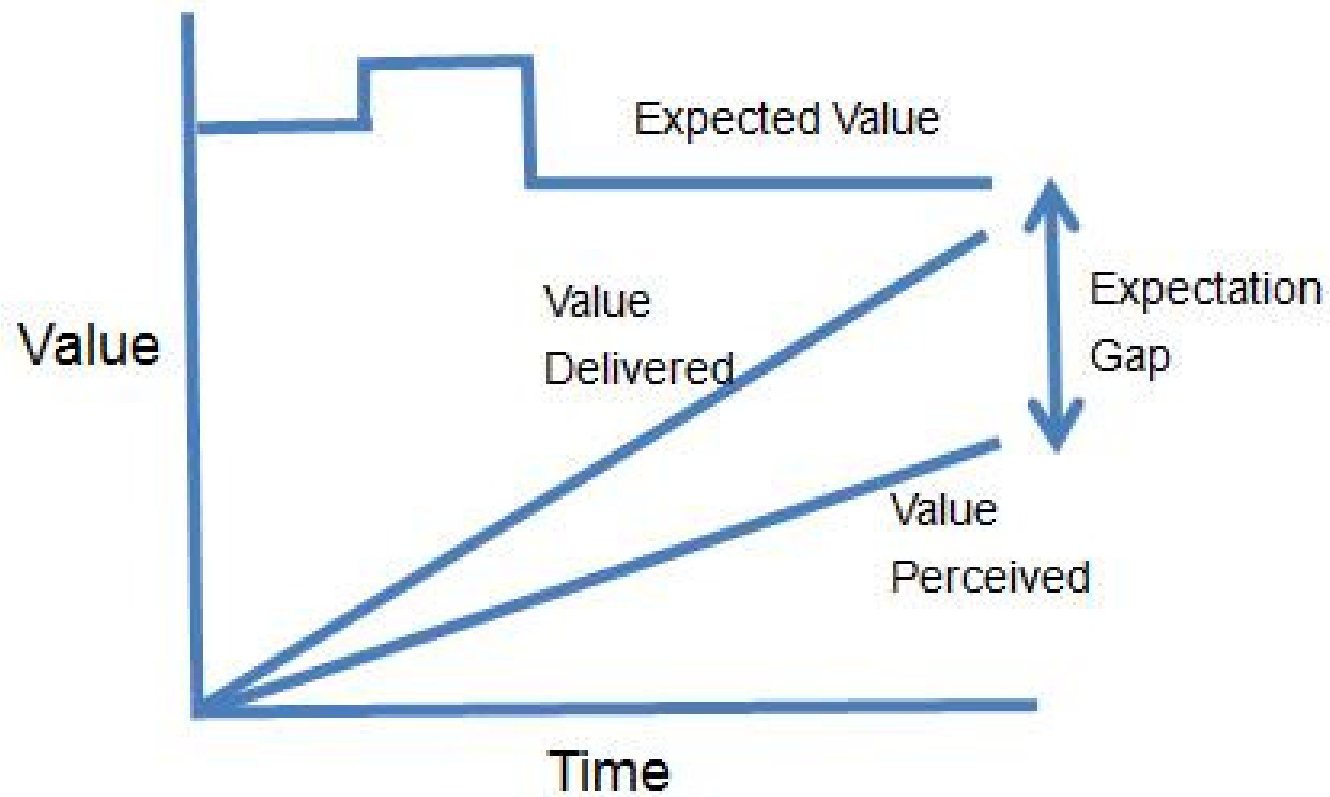
- Value stream map (different approach)



Managing the Quality of the Offering

- Main purpose – NO GAPS;
 - Expectation vs Perception;
 - Understand what they want - deliver what they want;
 - Satisfaction is emotional.

What is gap?

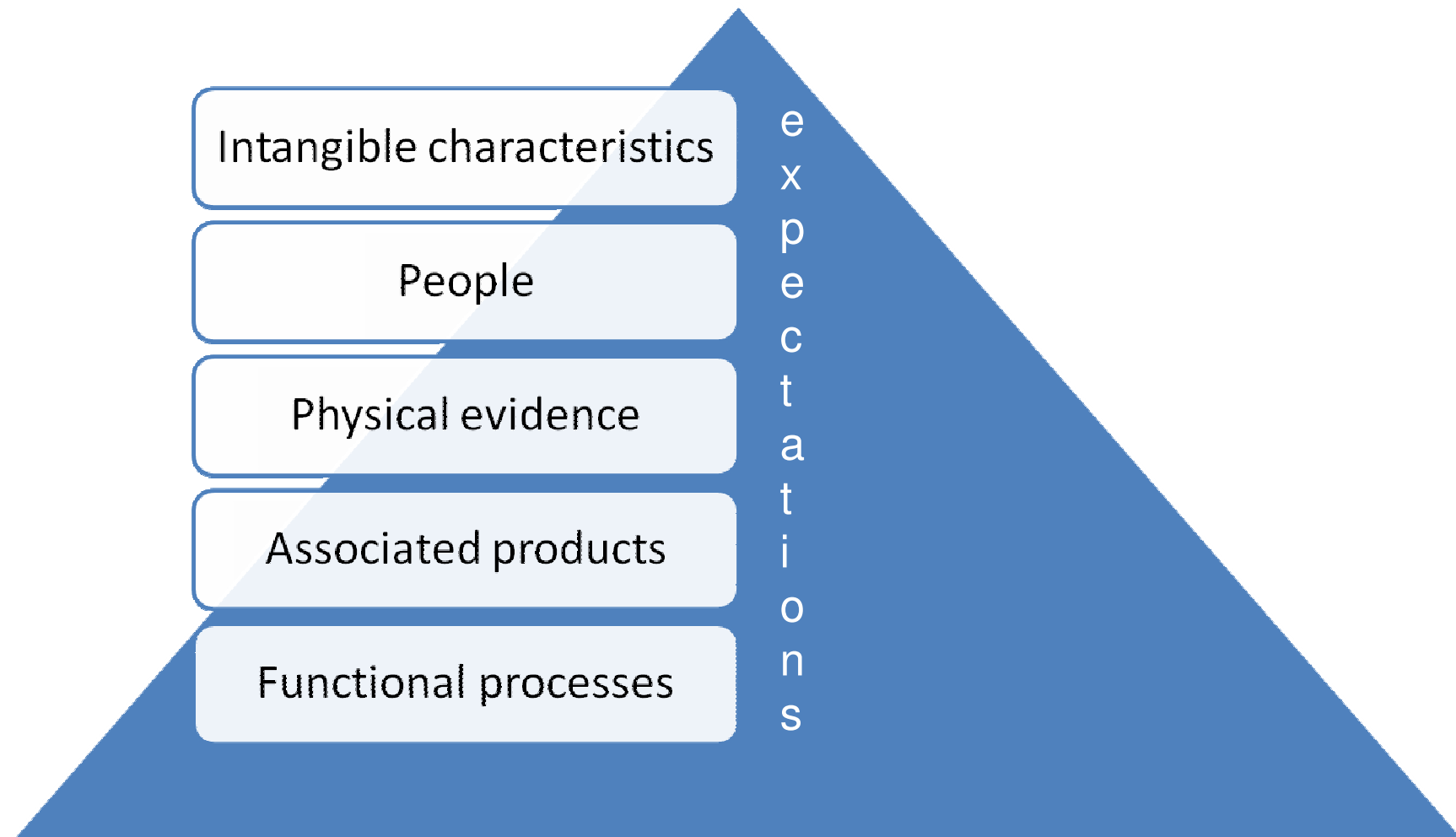


Managing the Quality of the Offering

Why gap appears?

- Not knowing what customer wants;
- Not selecting the right service design;
- Not delivering to service standards;
- Not matching performance to promise;
- Etc.

Stakeholders expectations



What Stakeholder expects from you

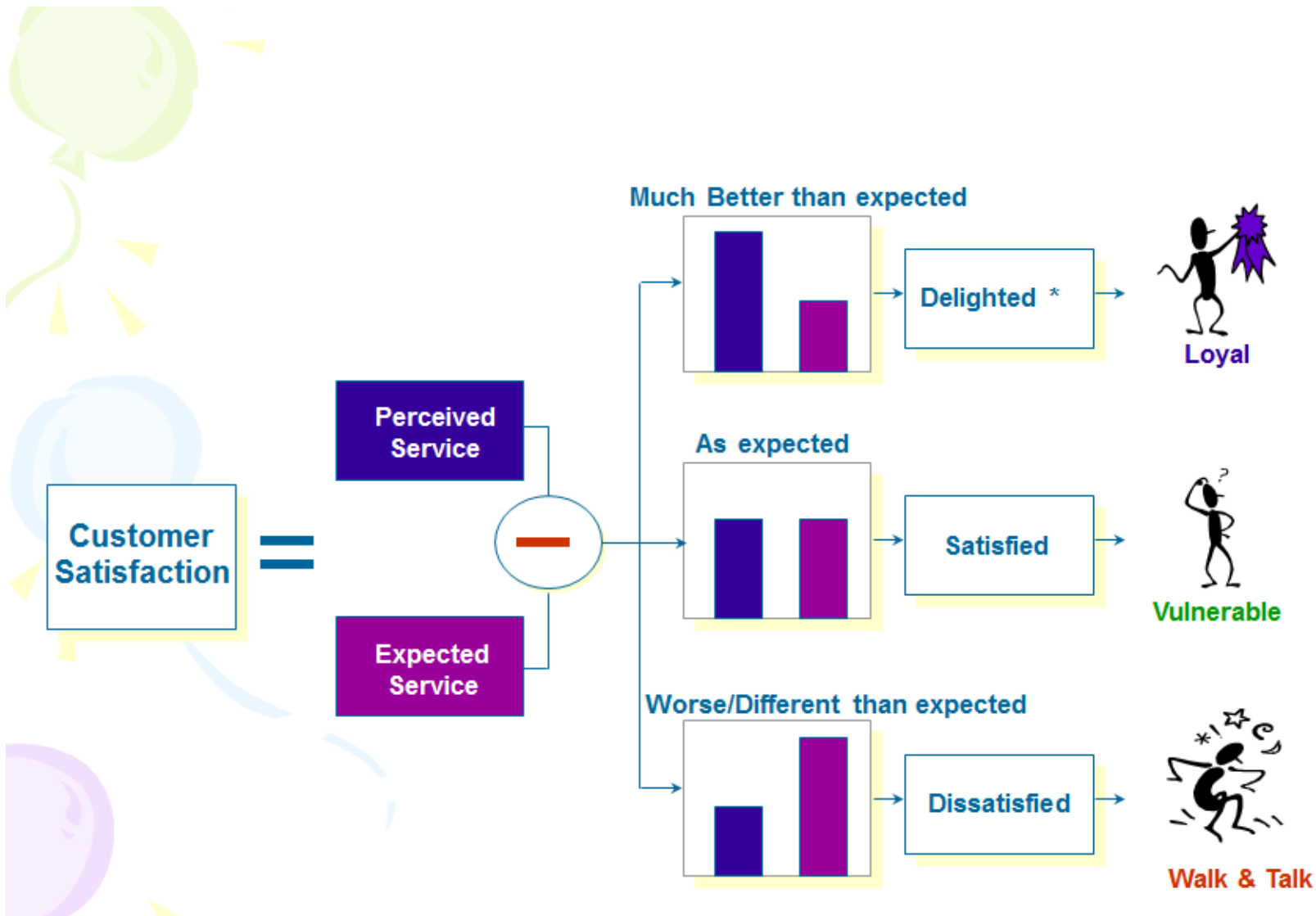
- Intangible characteristics (something special, added value);
- People (high quality services);
- Physical evidence (very tangible);
- Associated products (nice things);
- Functional processes (on time, right place, good quality);

Managing the Quality of the Offering

Methodology what to do (Dimensions):

- Listen carefully;
- Be responsive;
- Create trust in you;
- Create good environment;
- Deliver what is promised;

Levels of Customer Satisfaction

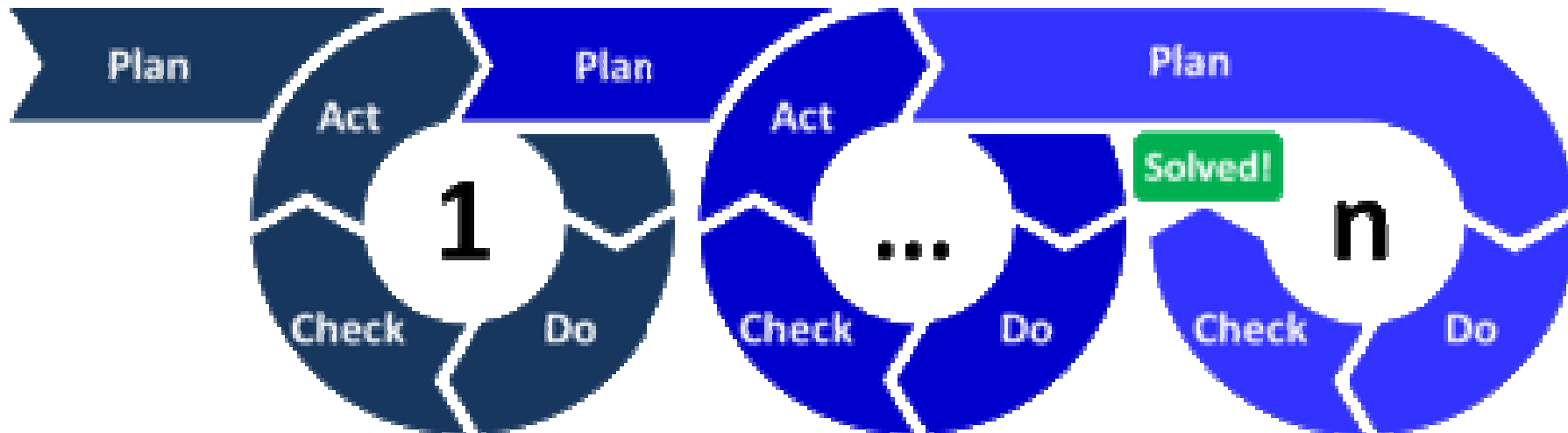


Managing the Quality of the Offering

- Next steps:
 - Make research:
 - Questionnaire;
 - Interviews;
 - Make your stakeholders loyal;
 - Learn from your competitors:
 - Do not lose to your competitors;
 - Competition good or bad?
 - Create unique experience;

Constant quality improvement

Asses the performance by using quality cycles



SUCCESS

Managing the Quality of the Offering

Sport club – Season ticket

Private hospital – Annual subscription

Sport federation - Sponsor

Managing the Quality of the Offering

Discussion

Managing the Quality of the Offering

Thank you