

# QM&T December 2003 Newsletter

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## Improvement - Shigeo Shingo

Shigeo Shingo the inventor of Poka-Yoke system, suggested there are some engineers or technicians that exhibit the following negative traits.

- **Desk Studiers**; those who spend all their time in meetings, arguing about problems on the shop floor.
- **Internet worms**; those who scour the Internet for new equipment to solve these problems.
- **Blockers**; those who show a negative attitude to almost every improvement suggestion.

He urged engineers and technicians to become "Dr. Improvement," and to demonstrate this by spending much of their time on the shop floor observing problems, making suggestions, and working with workers, supervisors and management to find solutions. This may sound a bit too simplistic, but it does carry the message that if you expect your engineers and technicians to behave in the "Dr Improvement" way, but haven't given the training or shown them how to do this, then it is no wonder that the full use of their talent or improvements is not made. For more information, please visit [www.poka-yoke.org.uk](http://www.poka-yoke.org.uk) or [www.process-mapping.co.uk](http://www.process-mapping.co.uk) or [www.root-cause-analysis.co.uk](http://www.root-cause-analysis.co.uk).

## Follow the Customer

As reported in the Sunday Times (16 November 2003), what Terry Leahy of Tesco calls the "Crikey Moment", at QM&T we call it the "Wow Factor". This is the moment of realisation that the old adage of "listening to your customer" can work. Instead of slavishly following the competition and industry trends, Tesco have been finding out what their customers really think and want and in so doing have turned Tesco into a customer-led organisation. This bold brave move required determination and research, providing a better understanding of customer requirements and needs. It led to the introduction of better value for money products, encapsulated in their "Value Line" sales line and inspiring customer goodwill and loyalty via their "Clubcard" initiative. If you would like to know more about how customer satisfaction and care can invigorate your organisation and turn it into a customer-led company then please visit [www.customer-satisfaction.co.uk](http://www.customer-satisfaction.co.uk).

## Poor Voice Quality of Mobile Phones

It has been recently reported that calls on mobile phones are of poor quality and according to voice quality experts Psytechnics a more expensive handset will not guarantee better quality either as it all depends on the network used. In general, the quality of calls on mobiles is 20% worse than calls on landlines. A series of tests were carried out on calls using eight handsets across the five networks in 20



different urban locations, with 150 calls made on GSM networks Vodafone, Orange, O2, T-Mobile, and the 3G network 3. The outcome of the overall test was that no network performed very well showing a 30% difference in quality between the various handsets. It was also suggested that possibly features such as cameras and expensive smart phone technology were added at the expense of voice quality. It was suggested that people could be given more information about which handsets perform best on which network to help them make informed decisions about the best deals. Even though the mobile industry has advanced a great deal since its early analogue phones, with colour screens and longer battery life, it is hoped that the quality of calls will also improve accordingly. Voice quality is one of the three big issues the mobile industry has to address in terms of its future growth, along with health issues and call costs. As more ITU (International Telecommunications Union) approved software is made available to operators, network performance and call experience can be evaluated more easily. For more information please see BBC news.

### **Longer shelf-life for books and papers**

A new standard "Information and documentation – Requirements for binding of books, periodicals, serials and other paper documents for archive and library use – Methods and Materials" ISO 14416:2003 has been released. This new standard aims to help libraries and archives to improve the shelf-life of books and other paper documents through the correct choice of bindings. It advises on the appropriate binding qualities for books and documents based on their expected usage and expected lifetime. The standard should also help binderies organise their production and provide an improved service. Per Culhead, editor of the new standard says "The benefit of ISO14416 lies in the formula it provides for agreeing on how books should be bound – which in turn will serve to establish the price and make it easier to inspect the quality on the returned product. While the benefit for the

bindery lies in the fact that they know exactly how their customers (libraries and archives) want to have their books bound and, therefore, the standard will allow them to make better calculations on the price of the service". For further information visit [www.iso.ch](http://www.iso.ch)

### **More Efficient Cancer Tests For Women**

According to a recent report by BBC news, the NHS is to introduce a new test to check women for possible signs of cervical cancer. The traditional smear tests that have been offered in England and Wales since 1989, will be replaced with a new technique called liquid-based cytology (LBC), which is more reliable and will lead to fewer women being recalled for repeat tests because of errors. Samples are taken in the usual way but using a brush-like device rather than a spatula. It has an inadequacy rate of around 1.6%. Pilot studies in four English hospitals have also shown the technique is better than the old traditional smear tests at picking up potential cancers. There will also be changes to the frequency of testing. Traditional smears are offered every three to five years for women aged between 20 to 64, but with the new recommendations, women will be called for their first smear test at the age of 25. They will then be recalled for tests every three years until the age of 49, then every five years until the age of 64. All medical staff who take the cervical samples, and laboratory staff who check them will have to be trained to use the new technique. The test will be made available to women in Scotland by April next year. For more information please see BBC news.

### **Warm Houses Causing Bad Health**

According to a recent research carried out by the University of East Anglia, claims that raising the temperature too high in our homes can lead to the spread of germs, skin problems, poor concentration and lethargy. The study found that most people would rather make their homes warmer than put extra clothes on. A 2000 government survey said that, on average,

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house temperatures had risen five degrees centigrade over 30 years. The temperature in the average home in England is now 18°C. The report, paid for by energy company Powergen, claims better heating systems, more insulation and cheaper gas and electricity prices are among the reasons for the rise. For more information please see BBC news.

## **National Standardisation Strategic Framework(NSSF)**

The role of NSSF is to encourage business to view and use standards to improve productivity, innovation and efficiency. Standards can be used to reduce risk, decrease bureaucracy and encourage trade. To support these initiatives, BSI – often considered slow and unresponsive are changing to become more responsive, which, according to their press release are:

- Market engagement has been strengthened with the hiring of a new generation of market development managers to reconfigure BSI's market priorities.
- A new raft of bespoke business document solutions are now available to customers for Private Standards and Publicly Available Specifications, designed to bring rapid benefits from the formal standardisation processes
- British Standards' internal processes are being streamlines with the adoption of new, faster, smarter ways of working including e-document handling and virtual workspace collaboration
- An extensive communications programme, designed to put British Standards better in touch with stakeholder audiences and streamline consultation with customers, is being put in place.

Further information on NSSF is available on [www.nssf.info](http://www.nssf.info)

## **Sustainability and Social Responsibility**

With the aim of encouraging organisations to contribute to a more sustainable and socially responsible future, the BSI are forming a committee whose brief is to

develop standards on sustainable development and corporate responsibility. If your organisation is interested in nominating representatives to the committee CS/1 contact the committee secretary on 020 8996 7240 or by e-mail at [baldev.patel@bsi-global.com](mailto:baldev.patel@bsi-global.com).

## **No More Size 12 Women!**

A new set of European Guidelines, published by the BSI, set out a new metric system for clothing sizes. Women will no longer be 34-28-37, but 88-72-96 – which sounds much worse but the guidelines should allow people across Europe to understand which clothes will fit them. David Lazenby, Director of British Standards says:

“As well as setting out standard tables of measurements, from which the clothing sizes are specified, the standard also includes an ISO pictogram. This diagram will appear on the label and will clearly indicate which part of the body a garment size referred to. We appreciate it is a big change to get used to, but it will bring great benefits, especially when buying clothes in mainland Europe.” However, don't expect any changes yet as the sizing has not been agreed and this will be a voluntary standard. For further information please visit [www.bsi-global.org](http://www.bsi-global.org)

## **Can the ISO9001:2000 Improve Scottish Football?**

UEFA have announced that clubs taking part in its football competitions must have a licence issued by the National Football Association or its affiliated league (the licensors), for the 2004/5 season. This is to ensure that all clubs entered meet minimum criteria that cover five key areas:

- Infrastructure
- Personnel
- Administration
- Legal
- Financial

In addition the licensors have to have some form of quality management system in place. This is to provide a consistency of approach to licensing. The quality



management system does not have to meet all the requirements of ISO9001:2000 but the Scottish Football Association have decided to implement the full requirements and UEFA would like to see other associations follow their example. The licensing officer for the Scottish FA, Derek Hunter, says: "This standard is very important because it protects both the players and clubs from potential problems associated with management procedures. We want to demonstrate to Scottish football clubs that we can be relied upon to follow everything in a coherent and proper way. ISO9001:2000 will also ensure that we focus on understanding their needs and continually improve our approach". For further information visit [www.bsi-global.com](http://www.bsi-global.com)

## ISO 14000 Series Revision

BS EN ISO 14001:1996 Environmental Management Systems, Specification with guidance for use and BS ISO 14004:1996 Environmental Management Systems, General guidelines on principles, systems and supporting techniques are being revised. It is expected that they will be available by early 2005. In the meantime the draft standards are available for purchase from BSI. To order contact BSI on 020 8996 7202 or [orders@bsi-global.com](mailto:orders@bsi-global.com)

## Kids ISO14000 Programme

ISO is supporting and promoting ISO14000 through the 'Kids ISO14000 Programme'. This programme hopes to develop awareness of the environment in children and show them how they can do things to improve it. The programme was created by and is run by ArTech, A Japanese organisation and already 50,000 Japanese children have taken part. This programme will now be taken worldwide through the support of the ISO. ISO and ArTech have recently signed a Memorandum of Understanding whereby the ISO Central Secretariat have pledged to support the programme and encourage it through the ISO's international network. The Director General of ArTech, Prof. Kawabe explained: "The three principle

aims of the Kids' ISO14000 programme are:

- Firstly, to stimulate environmental awareness among children
- Secondly, to teach children to implement a simplified form of the Plan-Do-Check-Act cycle at the heart of ISO14001 and use it to monitor and reduce energy and water consumption in their homes
- Thirdly, to encourage the formation of networks of these children, both locally and worldwide, in order for them to work together on global environmental issues.

For further information please visit [www.artech.or.jp](http://www.artech.or.jp) and [www.iso.org](http://www.iso.org)

## Quality Management Systems in the Oil and Gas Industry

A new ISO standard has been released for the oil and natural gas industry. *ISO/TS 29001:2003, Petroleum, petrochemical and natural gas industries – Sector specific quality management systems – Requirements for product and service supply organisations*. This standard interprets the ISO9001 quality management systems standard for application in this industrial sector. Mr John Modine, Director – Certification Programs, American Petroleum Institute (API) says, "ISO/TS 29001 is expected to result in 'Increased international acceptance of time-tested sector-specific quality system requirements on a broad scale for the worldwide oil and gas industry' and 'One industry – one standard'". For more information please visit [www.iso.org](http://www.iso.org)

## Dangerous Goods Travel more Safely

A new standard *ISO 16104:2003, Packaging – Transport packaging for dangerous goods – Test methods*, gives methods for testing that packaging used for transporting dangerous goods meets the minimum international requirements. The multi-modal United Nations recommendations on the Transport of Dangerous Goods is supported by this standard and it is expected that it will help stop dangerous substances being released

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into the environmental and thus help to improve safety. For further information please visit [www.iso.org](http://www.iso.org)