A Better Model for Quality Management

Implementing a continuous improvement process that builds your brand

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At the core of most business investments is a need to improve and protect the brand. Brand loyalty is more fragile than it used to be, and to maintain customer retention, your company can't afford to have a poor customer experience hit the headlines.

Quality management software is an answer to a growing need from quality and operations departments looking for a better model. Traditional manual tools can't create a continuous improvement process that keeps up with the speed of modern business. Manual data correction, entry, and analysis can't identify and correct issues before a problem goes viral.

As the quality and compliance management industry evolves, many companies recognize the need to move beyond clipboards and Excel, but don't feel ready to invest in a QMS yet. This leads to piecemeal builds by internal teams trying to cobble together something from what they may already have. For example, a simple web form pushing data to a spreadsheet, or a basic user interface on top of a business intelligence platform. These stopgap solutions, held together with glue code and a prayer, often do more harm than good.

It's time to look at building a better model for quality management—one that's purpose-built to support the process every step of the way.

Slow, Static, Unstable

Going from a more traditional manual process to an internally built quality management tool is like leaping from the frying pan into the fire. Although manual processes are prone to human error, time consuming, and slow to recognize and correct problems, piecemeal solutions solve none of those problems, while introducing a few of their own.

Rather than creating an effective continuous improvement process, you're left with a maintenance-heavy, hard-to-use solution that frustrates the quality and operations teams who have to use it, as well as internal IT or development teams who are tasked with building and maintaining it. The solution is then seen as an ineffective resource hog, and sours the company on trying improvements in the future.

But the answer is not to let things continue as they are. Your business units are still working with an onerous process that leaves the company open to brand damage and lost customers. In fact, in the report Closing the Delivery Gap, Bain & Company found that 80% of surveyed firms believe they deliver a superior experience to their customers, but only 8% of the customers believe they are getting a superior experience. Further, they found only 30% of management teams "organize the functions of their company to deliver superior customer experiences" and "only 30% maintain effective customer feedback loops."

A major contributor to the delivery gap is a quality management process or solution that focuses on achieving tasks, rather than continuous improvement. Quality and operations teams face a number of problems:

- Time-consuming processes
- Inaccurate data from human error
- Updates not being implemented universally across teams
- Slow data analysis and reporting
- Corrective actions without follow up or documentation
- Time lost to answering one-off information requests
- Difficulty communicating information across departmental siloes
- Linear compliance practices

Rather than spending valuable IT time developing a custom tool that's hard to update, equally time consuming, and easily broken, it's time to look at how you can reduce the burden on your team, while still delivering a solution for your business units.

Are you delivering/receiving a superior experience?

80% vs **8%**
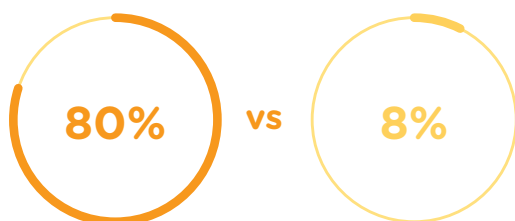
Firms that believe they deliver a superior experience

Customers that believe they are receiving a superior experience

Effective Customer Feedback Loops

30%

30% of management teams organize the functions of their company to deliver superior customer experiences and 30% maintain effective customer feedback loops.

Up-leveling Your Organization

The answer is a quality management solution that does more than check the tactical boxes. Many companies could pull software together that would do the basics of what your operations and quality teams are doing now. But what you need is something that meets those tactical needs, while also helping your team grow beyond what they're doing now in order to implement a better model for quality management.

This type of transformation has already taken place in other departments—marketing, HR, project management, sales, and finance. Software is changing the game and making it easier for teams of all sizes to make the most of what they have. Yet quality compliance hasn't received the same attention in most companies because of the behind-the-scenes nature of internal audits and assessments.

But that's quickly changing. The best brands are now turning to quality management software to help them build the experiences that maintain customer loyalty, avoid incidents that cause brand damage, and drive long-term company growth. The right software can help you do that.

Purpose-built quality management software is your way to deliver results to your business partners and stakeholders without taxing your team. You get an enterprise-grade solution— hosting, scalability, support, flexibility—that meets the department's current needs and provides the foundation to build out a modern model for quality management.

This change can't come soon enough. Customers already expect companies to be more proactive, with 87% of customers saying brands need to put more effort into providing a consistent brand experience across all channels. If you look at quality through a CMMI lens, departments using manual or piecemeal software are still only in the first two maturity levels. To achieve control, proactivity, and optimization, a more robust solution is needed.

Investing in quality management software is also an investment in a team of experts who are dedicated to solving quality and operations problems. It's this kind of support, guidance, and cutting-edge thinking that will allow your organization's quality team to move out of a reactive approach to problems and create a looping system of checks, analysis, and correction to drive continuous improvement.

What to Look For

What sets a good quality management solution apart from something that is an online replica of a clipboard? You need to look for a software product that understands and works toward business goals, not just quality goals. If all you see is a competitor comparison sheet, all you will get is a list of features to improve compliance and reduce time spent.

While those goals are important, if they aren't accompanied by a discussion about how meeting those goals contributes to a higher quality experience, which builds customer loyalty, stronger brand, and higher revenue, the software vendor does not have the insight needed to help your team go to the next level.

There are a number of key features that contribute to those high-level business goals that you won't get in a less effective solution. By focusing first on how to help quality and operations teams create the consistent experience customers are asking for, you will help your team find a comprehensive tool that will create real business impact.

1. Corrective Action

At many companies, corrective action planning is cumbersome and hard to track. If action is taken at all as a result of noncompliance, it's viewed as the end of a linear quality cycle instead of an ongoing step that builds a consistent, high-quality brand experience.

With RizePoint's automated corrective action workflows, actions are triggered as soon as noncompliant results are reported within the

Mobile Auditor app. In this way, corrective action planning and management becomes a natural part of the quality management cycle, which leads to stronger brand consistency over time. In fact, RizePoint users realize a 60% decrease in non-compliance within the first 9 months of usage.

2. Analysis and Reporting

Understanding and analyzing the relationship between actions taken and compliance results is a key part of closing the quality loop. Many operations managers spend a third of their week trying to do this by answering one-off reports for executives, team members, and other business units. With Excel, or other reporting systems, managers are losing time compiling and analyzing data.

RizePoint's Active Home Page paired with the Search-Driven Analytics add-on gives managers all the information they need, with the most common reports displayed on the home page, and one-off reporting requests are just a simple search away. These tools combined allow managers to get a high-level look into performance paired with targeted insights. Plus, with role-based access, admins can make sure each stakeholder has the information they need when they need it.

3. Data Gathering

To gather baseline information to build improvement processes on, you want to ensure the data collection tools are easy-to-use, accessible, and accurate.

RizePoint's Mobile Auditor app works online and off, and is available on all major app stores. Users always work off the most up-to-date forms, and information syncs to a unified data warehouse for better data integrity across the team. Mobile Auditor also allows users to toggle between multiple forms, record location with GPS, take videos and photos, pair with Bluetooth thermocouple devices, and more.

4. Security

One of the important benefits of moving to an enterprise-grade quality management solution is the dedicated team of professionals that maintain an environment that protects and preserves the confidentiality, integrity, and availability of your compliance management data. Under the authority of the RizePoint Enterprise Security Office, we maintain administrative, physical and technical safeguards to endeavor to protect our network and systems from security risks.

RizePoint IT monitors security for production systems. Policies and procedures are published and communicated to employees after Enterprise Security Office approval. These policies include, but are not limited to, the following: access management, logging and monitoring, physical security, network and system security, risk assessment, disaster recovery, and incident handling and response.

In addition to these standard security topics, RizePoint performs security assessments that instruct the current and industry-relevant training. RizePoint designs this training around patterns identified in security monitoring, as well as annually-published industry research and breach reports.

The Nuts and Bolts of RizePoint

A robust quality management solution, like RizePoint, includes multiple components that work together to help companies gather better data, see issues earlier, and act faster to correct those issues. RizePoint technology consists of three components: an integrated platform and RizePoint's Mobile Auditor app as well as dashboards and reporting functions.

1. RizePoint's integrated platform is a cloud-based application accessible from any browser with internet connectivity. It communicates with RizePoint's in-house database and a data warehouse hosted on RizePoint's internal data center servers. The platform functions are built using Microsoft technologies, including Windows

Server, SQL Server, Active Directory, Internet Information Server (IIS), SharePoint, and .NET Framework.

2. Mobile Auditor is developed in HTML5 using a hybrid application technology which yields native implementations for iOS, Android, Windows App, and Web devices. The iOS, Android, and Windows App versions are designed to run in a disconnected state. Supported devices and corresponding system requirements are regularly updated in the RizePoint Online Help file—accessible from within the app.

3. The dashboards and reporting functions use the MicroStrategy Business Intelligence and Tableau Business Intelligence and Analytics suites. It is built on an industry standard data warehouse on top of which RizePoint also allows access through an Application Program Interface (API). RizePoint also provides a feature rich REST (Representational State Transfer) API for use in integrating various technologies and systems. This API provides support for configuration, user management, data import and more. Documentation for the REST API is available at demo3.rizepoint.com/ rizepointapi/ui/index. RizePoint production infrastructure is hosted at a third party, enterprise-class data center in Salt Lake City, Utah which meets the SSAE 16 Auditing Standard. The hosting facility is secured and protected using best in class, physical, operational and technical safeguards.

Implementing a Better Model

The companies with staying power are the ones who focus on driving loyalty through a consistently great experience. Those companies are now recognizing how a new quality management model will fundamentally build a better experience, and investing in the quality team the way they have invested in other teams.

RizePoint can be your partner in building your business capabilities. With RizePoint, you have a dedicated team of expert designers and developers, all focused on helping your company optimize every experience.

Gather Better

Act Faster

See Earlier
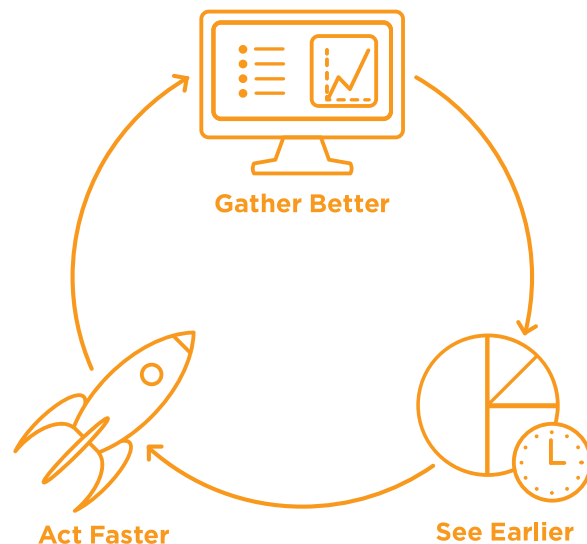
Are you ready to deliver value to your company and contribute to the growth of your business units? Contact us today to see how RizePoint is the expert partner you need to build a modern quality management model.

- 400,000 users
- Millions of audits per year
- 27,000 hotels and resort properties
- 120 countries and territories
- 39 languages supported

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