

# Course Design

## Quality Management in Postal Services

**Aim-** To develop an understanding of the need for better quality of service in the postal industry, to introduce the concept of Total Quality Management and to learn best practices in improving quality of service in India Post and other postal administrations

**Objectives -** At the end of the programme, the participants should be able to:

- a) Understand the need for quality of service in service industry
- b) Understand the concept of Total Quality Management
- c) Identify the Key Performance Indicators for ensuring Quality of Service.
- d) Make an action plan for improving the quality of service
- e) Be an effective Leader of the Team for Implementing Quality improvement measures
- f) Benchmark the best practices on quality of service

**Contents -**

- a) Quality management in service industry
- b) Concept of Total Quality Management
- c) Parameters and performance indicators of quality of service
- d) Leadership and Team building
- e) Role of technology in improving quality of service
- f) Building a service culture
- g) Customer focus

**Target Audience:** Managers / Postmasters who want to acquire the skills critical to develop a better quality of service in the postal industry.