
The Need to Introduce Quality Systems in the Field of Services

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Abstract: The article discusses the main aspects of the introduction of quality systems in the field of services.

Key words: quality, quality management, quality systems, quality of services.

One of the main directions in the formation of strategic competitiveness and advantages is the provision of high quality services to competitors. The main focus here is on providing services that meet the needs of the target customers and even higher. Intense competition in developed market economies has led to the development and implementation of quality management systems based on international standards in the ISO 9000 series in service organizations.

Development, implementation and certification of a quality management system in accordance with international standards in the ISO 9000 series will become a necessary step in the development of a modern organization and the availability of quality management, ensuring the competitiveness of products or services in domestic and foreign markets. the system certificate often serves as a “transition” to the market for products or services.

Real managers have long understood that in a market environment, the financial condition of an enterprise is directly related to the quality of its products and services. The need to create, implement and certify quality management systems has been recognized by many leaders of local businesses and organizations.

Main difference between the quality systems created in enterprises on the basis of ISO 9000 series standards is that they are clearly focused on meeting the specific needs of the consumer. It is this situation that determines the need to introduce quality systems as an important condition for successful competition, gaining consumer trust and ultimately profit. The experience of the world's leading countries shows that product / service quality is a key condition for "survival" and the key to success in the market in a highly competitive environment.

The ISO 9000 series of standards includes a number of options that an enterprise can take into account when creating a quality management system:

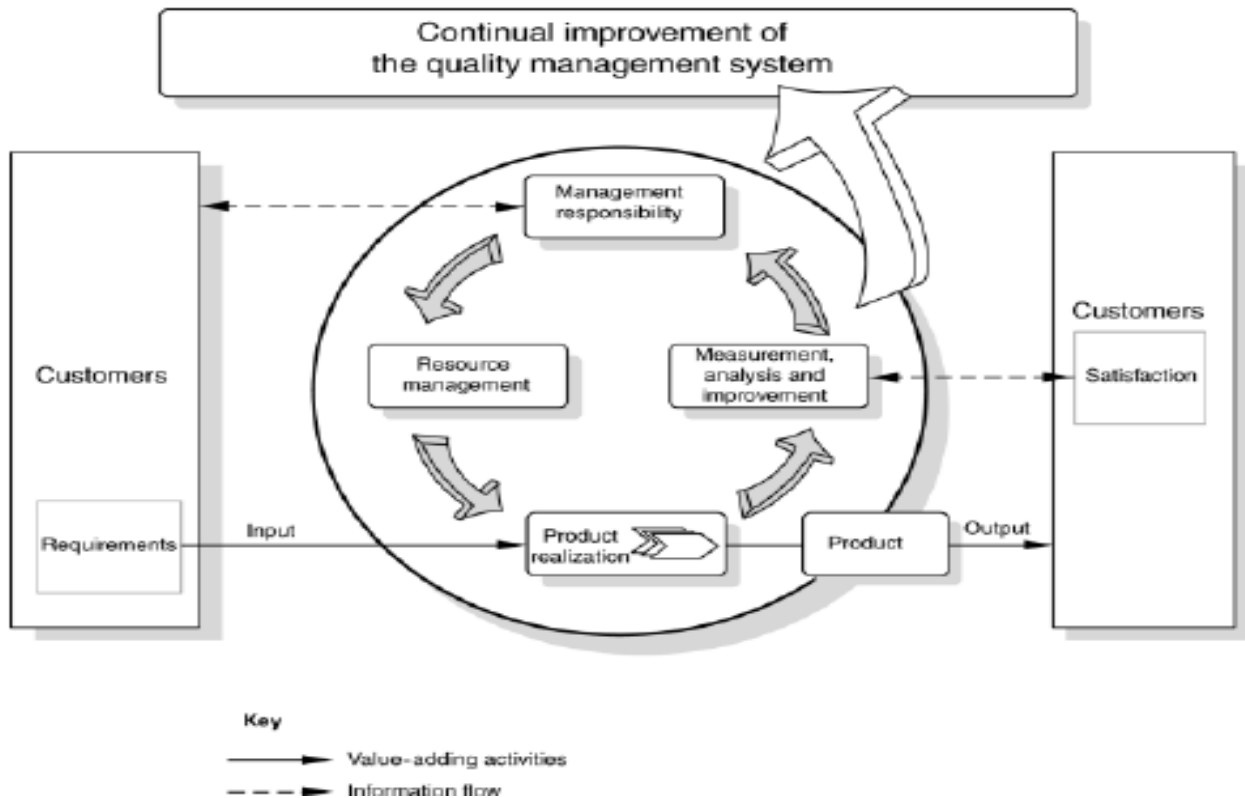
- improving the management system through the use of a process approach, systematic and simplified activities;
- reduce costs by reducing the number of defects and inconsistencies;
- increase in sales volume due to increased customer satisfaction .

The introduction of a quality management system will provide additional competitive advantages, including optimization of organizational management, implementation of internal goals, increased business efficiency, systematization of work, constant internal control over the activities of all services and departments, increased staff responsibility for quality of work, strengthened work , at a high level of service culture .

On international standards in the ISO 9000 series is an integral part of the business management system, which focuses on providing services with quality indicators that meet customer

requirements (Figure 1). In other words, the components of a quality management system define the requirements for organizing the processes and procedures of the overall business management system in such a way that the output of the system is of high quality in terms of production .

In fact, a quality system is a company's quality management system, including: interrelated processes and procedures, organizational and technical measures, goals, plans, authorized personnel, fixed assets, documentation, ie. everything a company needs to achieve its economic goals. The main idea of the Total Quality Management (TQM) concept , based on the principles of system quality management, is to expand the concept of "quality" globally and affirm it as a key task of the management process.



Picture . 3.2. A model of a quality management system based on a process approach'

To TQM , total quality management (or quality system) includes elements such as operational quality management, internal and external quality assurance, quality planning and improvement at all stages of the product production or service process. Strategic focus on the principles of systematic quality management, the participation of management and all employees of the organization in this process is reflected in the overall quality management .

Ensuring an appropriate level of quality involves a set of tools aimed at achieving confidence in the quality of a product or service by external and internal consumers (existing and potential customers, employees and organizational partners).

The pursuit of the economic well-being of modern society is nothing more than a desire to improve the quality of life. The integration of our country into the world community, including accession to the World Trade Organization (WTO), is associated not with the official requirements of international organizations, but with the growth of real consumer demand for services. Consequently, one trend is divided into two factors: the requirements of international organizations and the demands of consumers on the level and quality of services provided.

In order to succeed in the market, organizations are forced to create new services or change existing ones in a short period of time. This requires clear mechanisms for monitoring project activities, as well as mechanisms for analyzing its effectiveness. We need a system that combines project activities with current activities, which allows us to manage the quality requirements of products and services.

Successful application of quality management systems in the service sector provides the following opportunities:

- improving service efficiency and customer satisfaction;
- increase productivity, efficiency and reduce costs;
- increase the share of services in the market.

In order to achieve these benefits, the quality system in these organizations must also take into account the human aspects of service delivery:

- management of social processes involved in the service;
- attitude to human interaction as a crucial component of the quality of services provided ;
- understanding the importance of the consumer's perception of the organization's image, culture and activities;
- the skills and experience of employees ;
- motivating employees to improve the quality of services provided and meet customer requirements .

Planning and quality improvement, forecasting, operational management and are necessary organizers in ensuring the quality of services.

The main goal of the whole quality control system should be to fully meet the needs of the customer as much as possible. However, in order for the quality of the services of organizations to be as high as possible and close to the international level , it is necessary to pay attention to the quality standards that exist and are in force abroad today .

The following elements are constantly monitored in quality systems:

- process planning quality management,
- services _ in providing responsibility _ _
- approval of normative and technical documents,
- assessing and accounting for the consumer 's blood transfusion rate .

The management of service organizations should allocate responsibility for the provision of services, taking into account the quality control of services and the constant evaluation of the user evaluation factor.

Before starting the service, you need to determine the following :

- The exact name of the service and the requirements of the consumer;
- completeness of service;
- availability of equipment and resources, especially materials and personnel required to provide this service;
- availability of relevant instructions, standards, drawings and specifications for this service;
- readiness and completeness of information intended for submission to consumers and regulatory authorities.

The consumer is a central element of the quality system. Customer satisfaction is guaranteed by a combination of:

- 1) responsible leadership quality;
- 2) human and material resources;
- 3) system structure quality.

Quality management is based on the formulation of a quality policy. In addition to having human resources available and properly selected, trained and deployed, quality in their activities should be properly supported, encouraged and held accountable.

Material resources should be formed depending on the nature of the service: equipment and property, storage, transportation, information systems, devices and instruments, software, technical documentation. The structure of the quality system should ensure the implementation of policies and objectives adopted in the field of quality of services and support ideas in the most universal form

The quality management process is commonly referred to as the quality cycle. A “quality ring” is a closed sequence of measures that determines the quality of services or processes provided during the stages of production and use. Quality is created and maintained at all stages of the “quality ring”, ie. at all stages of service life.

In summary, the quality management system is designed to develop, plan, manage, guarantee and improve quality policies and objectives. The five main functions of the system are:

- reduction of additional costs;
- reduction of order fulfillment time;
- increase the attractiveness of products;
- strengthening control over the results of work of all departments;
- increase efficiency.

Therefore, quality management is promising. It is important to emphasize a very important aspect of the quality management system - it is built in such a way that the current activities of the enterprise ensure the achievement of set tactical and strategic goals, minimally dependent on the individual characteristics of the company. contractor From the point of view of enterprise management, in our opinion, this will allow us to successfully solve staffing problems, create continuity and grow the business. traditions.

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