

5. **Decision-making Based on Facts**

In order to know how well an organization is operating, data on performance measures is mandatory. Total quality management requires that an organization frequently collect and analyze data in order to improve decision-making accuracy.

6. **Strategic and Systematic Approach**

A significant part of the management of quality is the strategic or systematic approach to achieving an organizational goal. This process is called strategic planning or strategic management, and this includes the formation of a strategic plan that combines quality as a core component.

7. **Communication**

During day-to-day operation and times of organizational change, effective communication plays a significant part in maintaining morale and motivating employees at all levels. Communication involves strategies, practice, and timeliness

Advantages of Total Quality Management

Defect Reduction: total quality management has a strong influence in improving quality within a process rather than checking out quality into a process. This not only reduces the time required to fix errors but makes it less significant to employ a team of quality assurance personnel.

Productivity Improvement: productivity rises significantly since employees are giving much less of their time chasing down and correcting errors. Increased productivity produces more output per employee which often results in increased profits.

Cost Reduction: total quality management can reduce costs throughout an organization when implemented consistently over time. As a result of fewer product defects, companies save costs of customer support, product replacements, field service, and the creation of product fixes.

Customer Satisfaction: since the company has better product and services, and its interactions with customers are nearly error-free, there should be fewer customer objections.