Reflection the Application of Total Quality Management on Services Provided to Customers
- An Empirical Study in Qatar Telecom (Q-Tel)

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Abstract

Due to the quality of services provided to customers of the communication sector, and the role played by the application of the Total Quality Management in enhancing and improving the level of such services. Therefore, this research subject matter investigates the topic of the Total Quality Management and its impact on of services provided to customers of Qatar Telecommunication Company. The research includes four chapters. The first Chapter includes the research methodology and the previous studies on the basis that the research targets to investigate how far the Total Quality Management is implemented in Qatar Telecommunication Company (Q-Tel), to identify the relationship between the Total Quality Management implementation and services it provided to the Company customers, to assess the quality level of the Total Quality application
compared to the services level offered by The Company. The research adopts a main hypothesis namely; "There is a statistically significant theoretical relationship between the application of the Total Quality Management implementation in Qatar Telecommunication Company (Q-Tel) and the services offered by The Company to its clients". In order to examine the research hypothesis, the researcher has used two tools: Total Quality Management Scale represented in (14) variables, and services provided to customers Scale, represented in (9) variables. These tools been validated with respect to their credibility and reliability. The research sample is composed of a random sample of The Company Staff of (144) employee and The Company clients totalizing (154) clients.

Chapter Two deals with Total Quality definition, its concept development, importance and Quality from an Islamic Perspective, its pioneers, principles and its elements. We explored Sigma 6 and finally examined its advantages and obstacles. In addition, this chapter discussed the relevant literature on the services rendered to the clients with respect to its definition, concept, the importance of client service, its stages, types, aspects, services provided procedures, and finally the methods of contacting with the clients and how to improve client service. Chapter Three involves testing the research hypothesis and conclusion analysis on the employees and customers of Qatar Telecommunication Company. In Chapter Four, the research made some conclusions, most importantly: Qatar
Telecommunication Company (Q-Tel) "considerably" applies the Total Quality Management and that it renders "considerable" services to its clients. The most sublime quality aspects of the Total Quality Management application was teamwork to achieve the organization goals, focus on the clients and being responsive to them, adoption of the Total Quality Philosophy, encouraging learning and self improvement and that Quality is to be the targeted goal of the employee on service rendering.

It was concluded from the research results that the most important feature of the services offered to the clients of Qatar Telecommunication Company is: the modesty and taste of the Staff in dealing with them, constant quality service rendering to the clients, usage of propaganda and advertisement to keep in touch with clients, the Company convents to guarantee the secrecy of submitted documents and service centers that are fitted with the most recent technologies.

The scores indicated no statistically significant difference at the level of the Total Quality Management application at Qatar Telecommunication Company with respect to sex variable, whereas there were statistically significant difference for the variables of age, in favor of older staff, and years of experience, in favor of those with more experience, and qualification, in favor of the university graduates and above.
The scores indicated a positive statistically significant relationship between the Total Quality Management application at Qatar Telecommunication Company and the level of services offered to the clients. The level of offered services to the clients of Qatar Telecommunication Company can be predicted via the following components of the Total Quality Management:

Education and self-improvement encouragement to successfully conduct work, and offered services, and paying the due attention to staff training.

Bases upon these conclusions, some recommendations emerge as following:

1- Working on creation of a favorable atmosphere for problem solving and benefiting from the previous mistakes for improving and enhancing the services.

2- Constantly keeping contact with the clients for feedback, and conducting surveys to guide raising the offered services quality level.

1- Condensation of the targeted, organized and planned training courses for the employees due to the fact that these training courses effectively contribute to boosting the offered services quality level to the clients.

2- Encouraging the staff to be more educated and self-improved for conducting their work, enabling them to join specialized training courses in this field,
taking into consideration that this it has been the most influential factor in improving the services offered to the clients.