



***The New Face of Quality
Philosophy and the New Breed of
Quality Professionals***

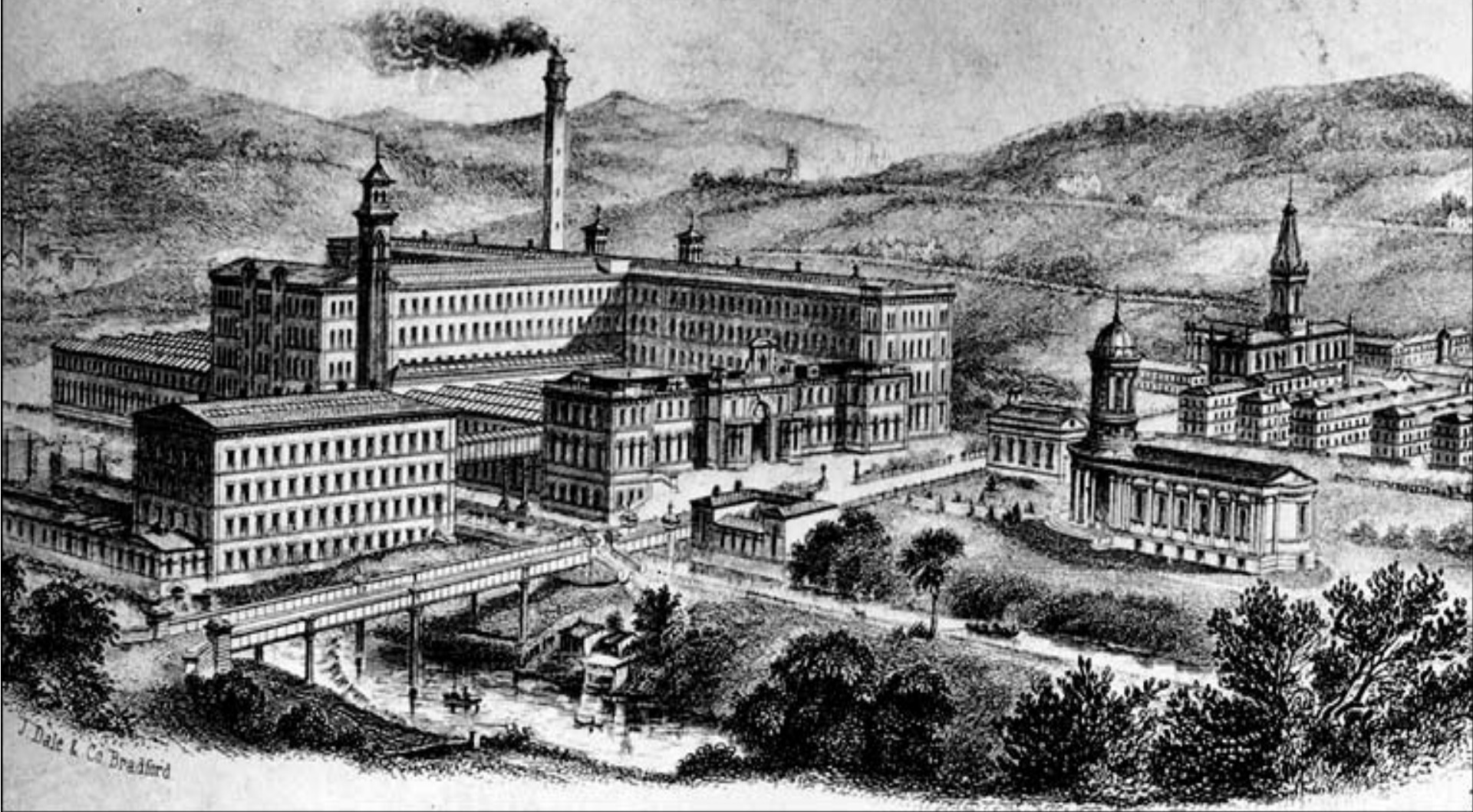
PROFESSOR MOHAMED ZAIRI

EMERITUS PROFESSOR

EMERITUS ACADEMICIAN



The World of 'Little Q' no longer exists





MASS

PRODUCTION

CHAIN OF
 ASSEMBLY
 MODERN
 DEVELOPMENT
 OIL
 HANDLE
 REPRODUCTION
 BATTERY
 ELECTRICITY
 SYNTHETIC
 MACHINERY
 ORIGINATED
 SEWING
 ARMORY
 JIG
 METHODS
 INTERCHANGEABLE
 TOOL
 ENGINEERING
 WHEELBARROWS
 TOOLS
 SYNTHETIC
 HIGH
 MASS
 LARGE
 MACHINERY
 WEARABLES
 SYNTHETIC
 WHEELBARROWS
 TOOLS





MASS CUSTOMIZATION



Prabal M
Ran



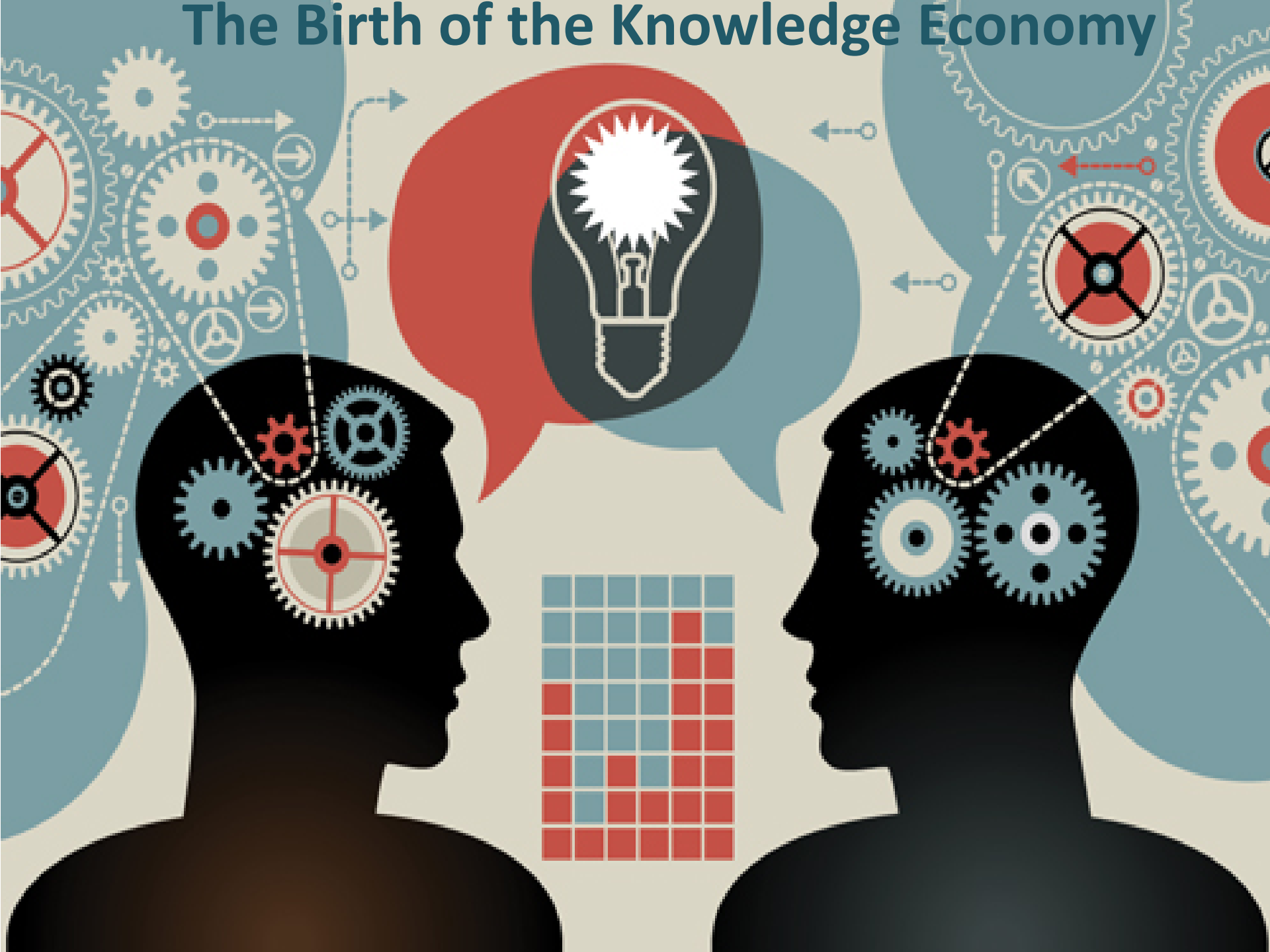
Quality has been redefined





**The Power of
Individualization**

The Birth of the Knowledge Economy





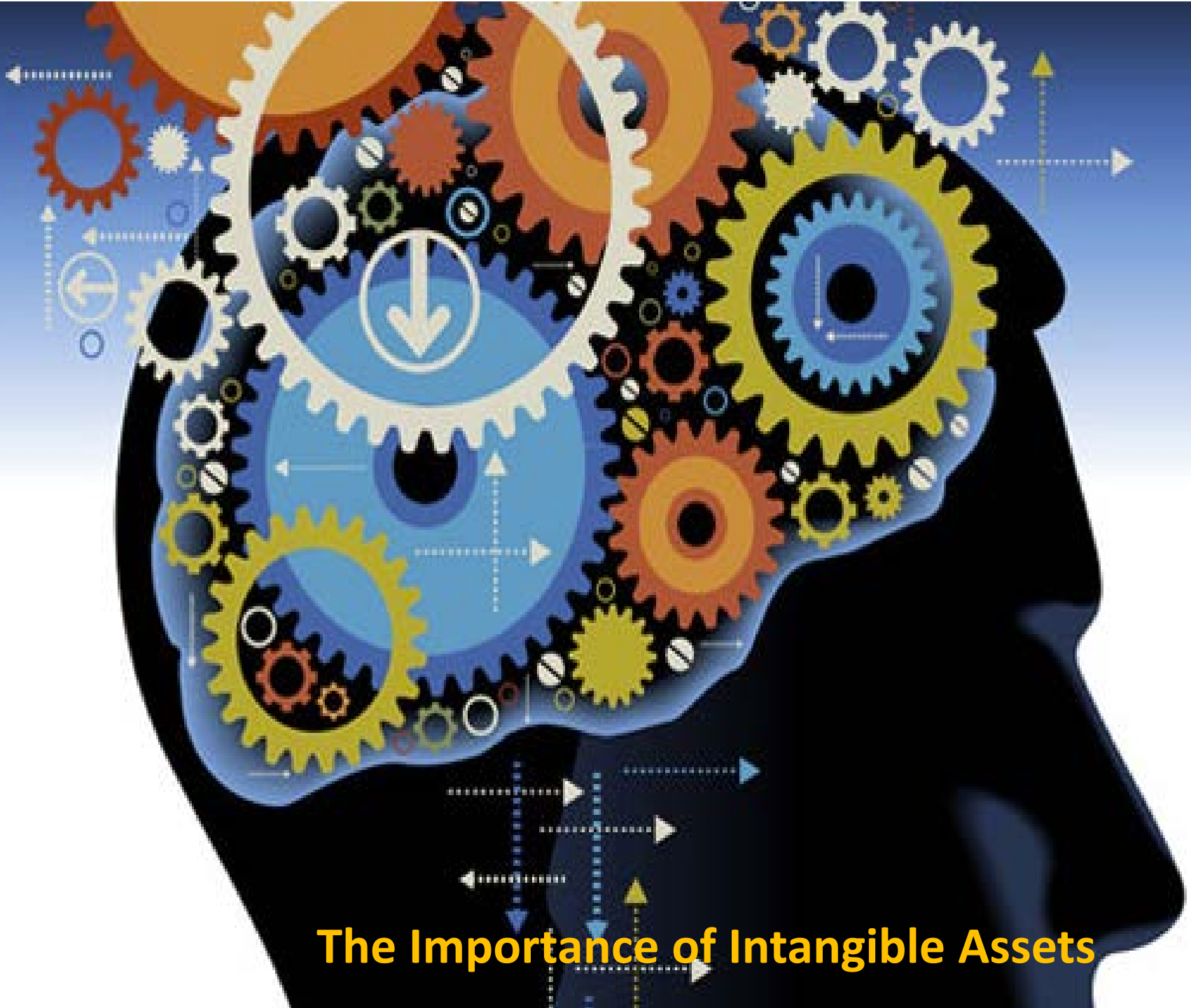
Running Businesses through Internet Technology





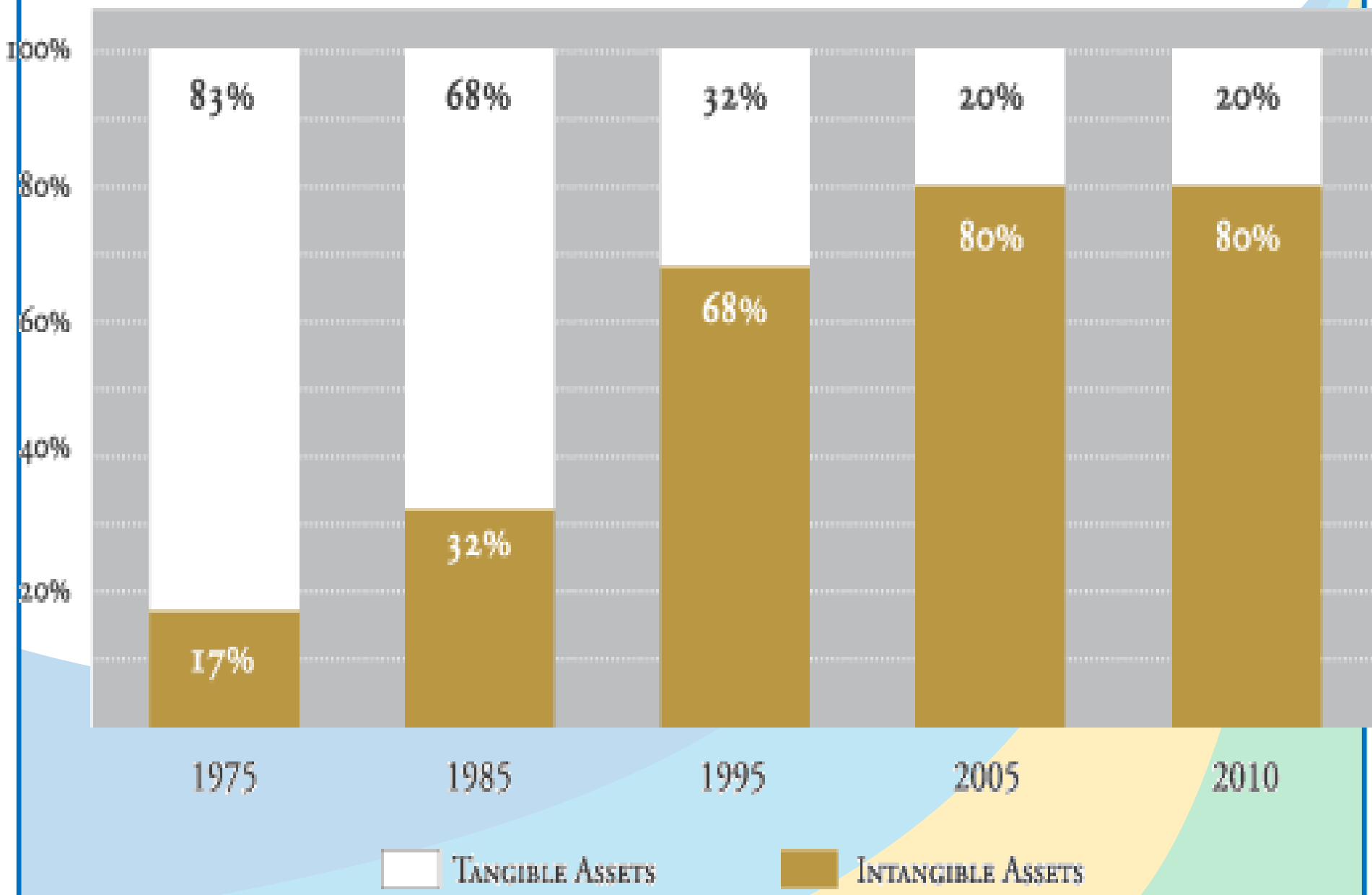
Or even betterusing smart devices





The Importance of Intangible Assets

COMPONENTS OF S&P 500 MARKET VALUE





BCG

THE BOSTON CONSULTING GROUP

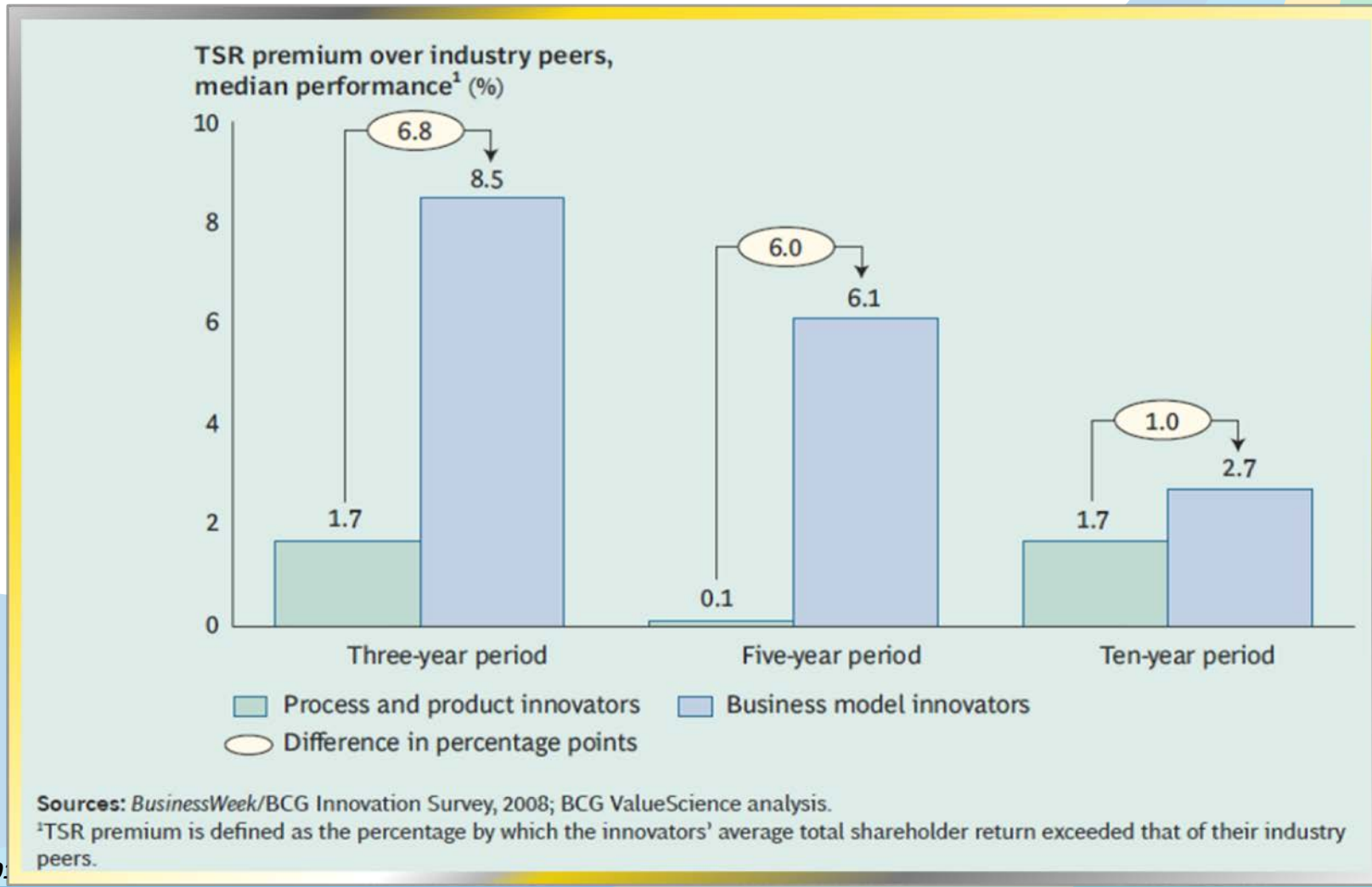
Business Model Innovation

When the Game Gets Tough, Change the Game

Zhenya Lindgardt, Martin Reeves, George Stalk, and Michael S. Deimler

December 2009

Business Model Innovators Outperform Traditional Innovators Over Time





Business Model Innovation Takes Many Forms

Value proposition	The product as service and outcome <i>General Electric</i>	The product as an experience <i>Apple</i>	Trust premium <i>Whole Foods</i>	Free (or nearly free) <i>Google</i> <i>Vélib'</i> <i>JC Decaux</i>
Operating model	Deconstruction <i>Li & Fung Limited</i>	Integration/acceleration of the supply chain <i>Zara</i>	Low cost <i>TaTa Motors</i>	Direct distribution <i>Nestlé Nespresso</i>
Business system architecture	Open <i>Facebook</i>	Person to person <i>PayPal</i>	Adjacency <i>Ikea's Mega Mall division</i>	Serial <i>Virgin Group</i>

Source: BCG research.

**COMPETITION BEING REDEFINED
ALL THE TIME**





**We Live in a World of
Great Possibilities**

Savvy and Smart Customers

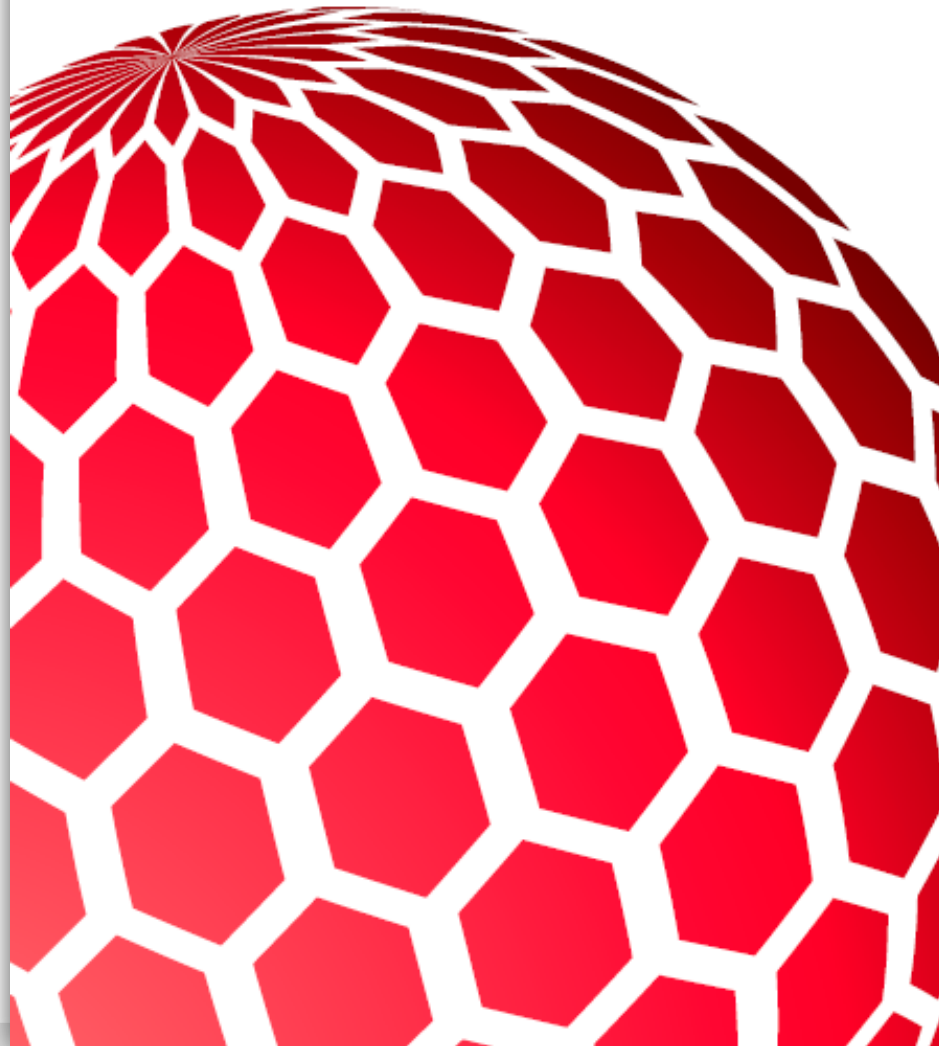






The Mobile
Economy
2013

*AT*Kearney

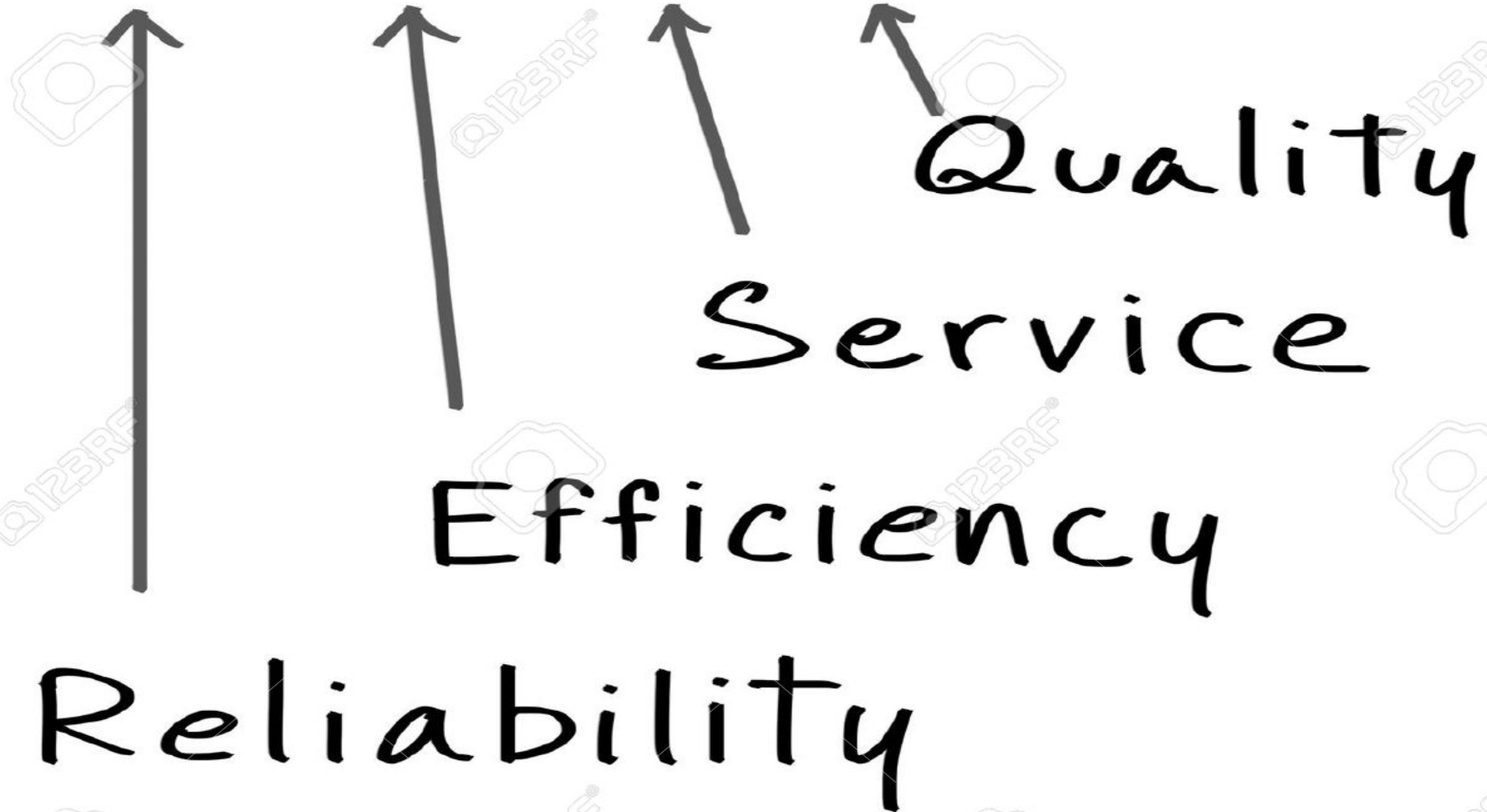




Almost half the population of the earth now uses mobile communications. A billion mobile subscribers were added in the last 4 years to leave the total standing at 3.2 billion.

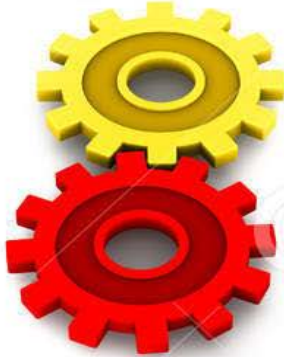
Is Our Current Understanding of
Quality Sufficient?

Excellence



QUALITY

SERVICE



**GREAT
CUSTOMER
EXPERIENCE**

Compliance

Assurance

Indulgence

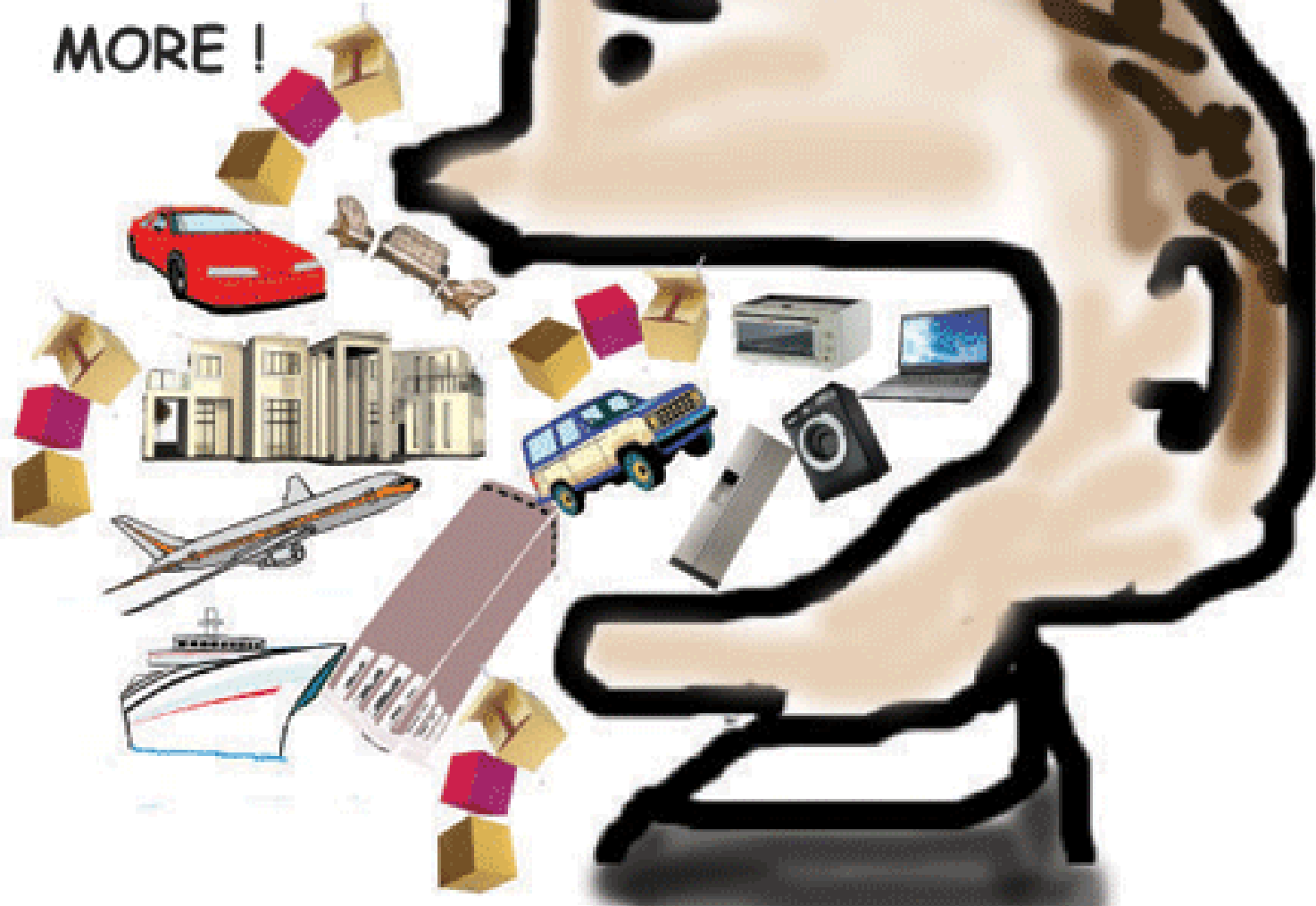
Performance



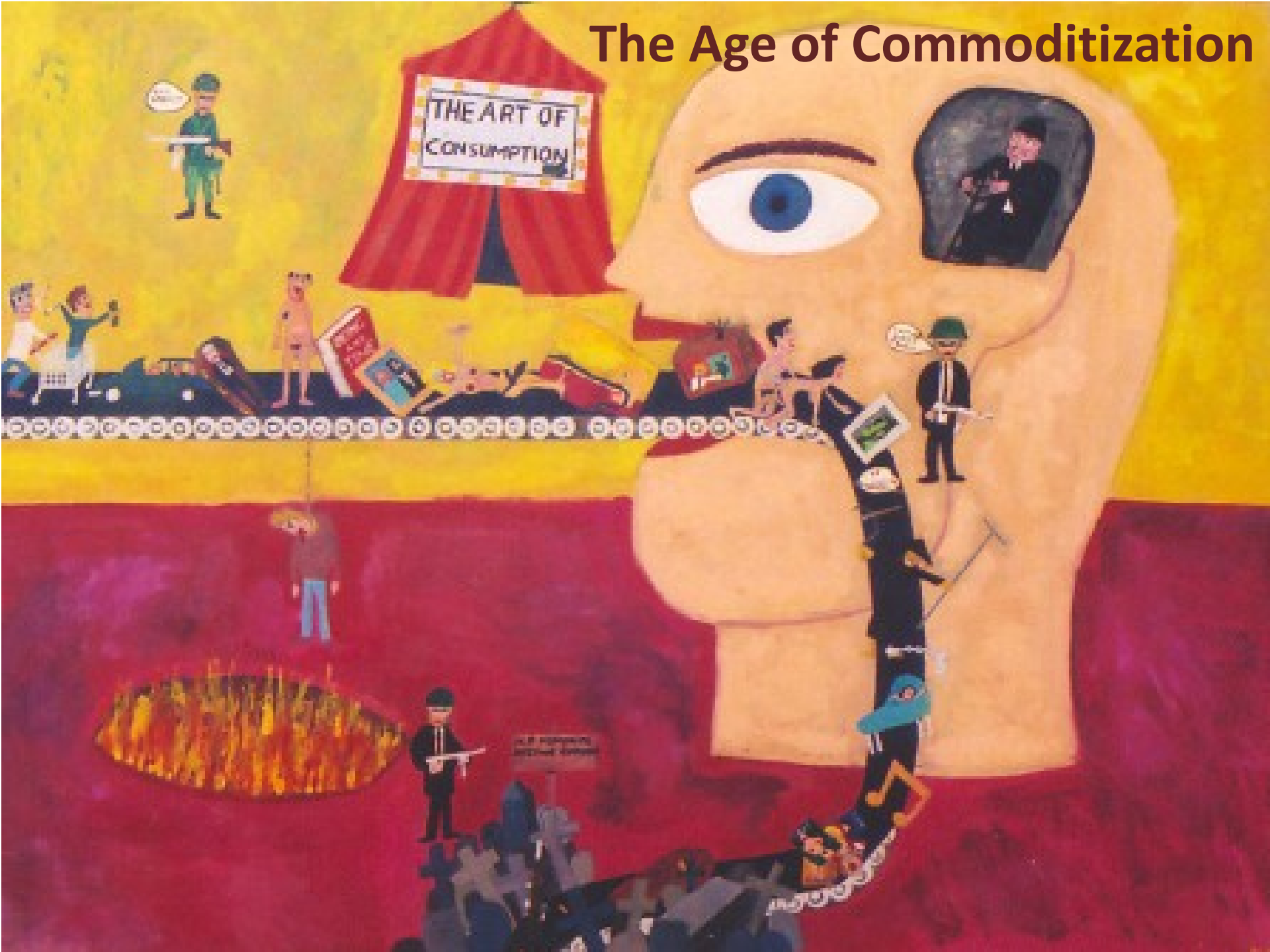
Consumerism Addiction

MORE !

MORE !



The Age of Commoditization



A large number of yellow rubber ducks are arranged in a dense grid, filling the background. In the foreground, one duck is prominently featured, looking directly at the viewer with a large, expressive, black and white eye. An orange oval is superimposed over the center of the image, containing the text "The Power of Individualization".

**The Power of
Individualization**



A person is shown from the chest up, pulling open a grey jacket to reveal a black t-shirt. The word "Personalization" is printed in white on the t-shirt. The person's hands are visible, gripping the edges of the jacket. The background is plain white.

Personalization

**Personalization is
the “Standard”,
not the Exception**

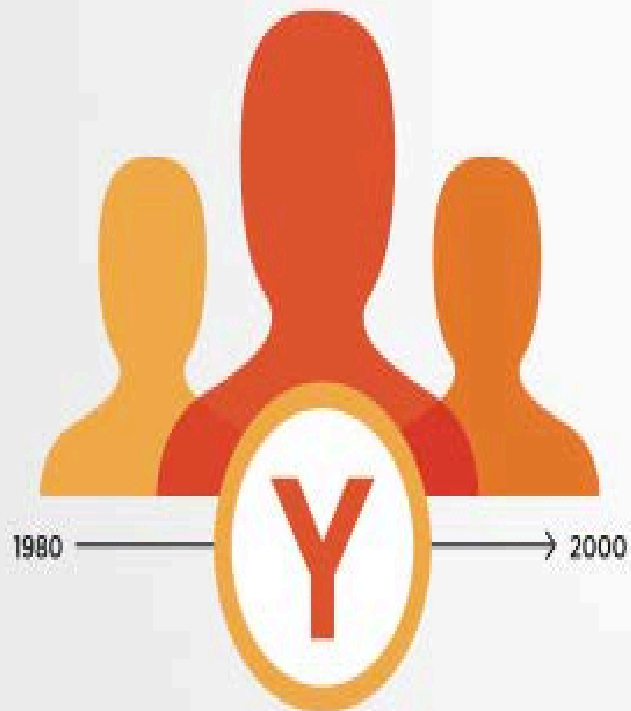
ONE SIZE DOES NOT FIT ALL

The Rise of the Millennials



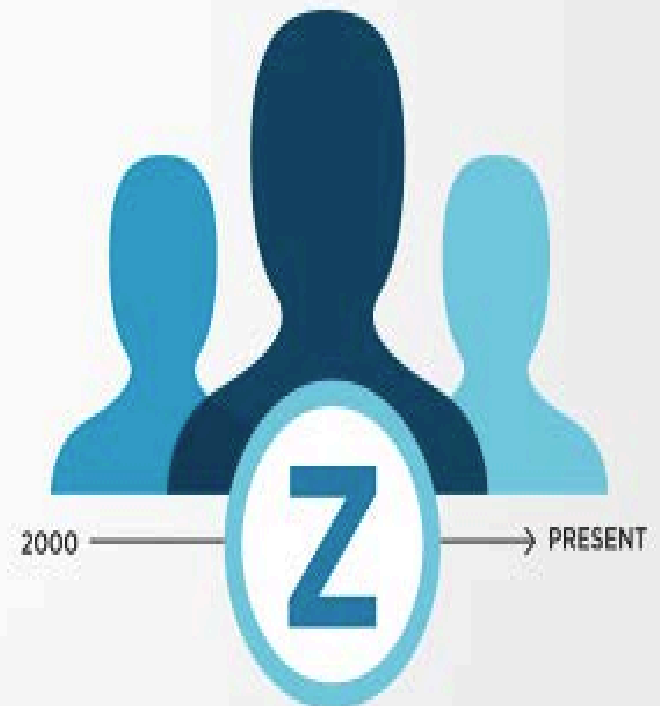
Millennials (Generation Y)

Born between 1980s and 2000s



Generation Z

Born between 2000s to present day



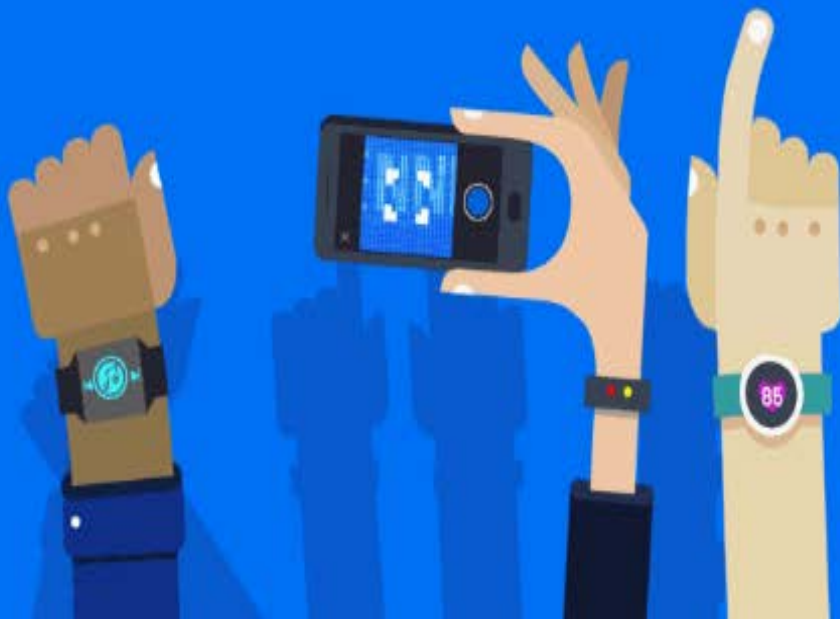
WHO ARE THEY?

A different world, a different worldview. Millennials have grown up in a time of rapid change, giving them a set of priorities and expectations sharply different from previous generations.

BORN BETWEEN

1980 → 2000

Source: Goldman Sachs Global Investment Research



**GENERATION Z:
CONNECTED FROM BIRTH.**

Born mid-1990s to 2010.



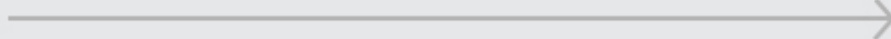
The Nature of Millennial Customers



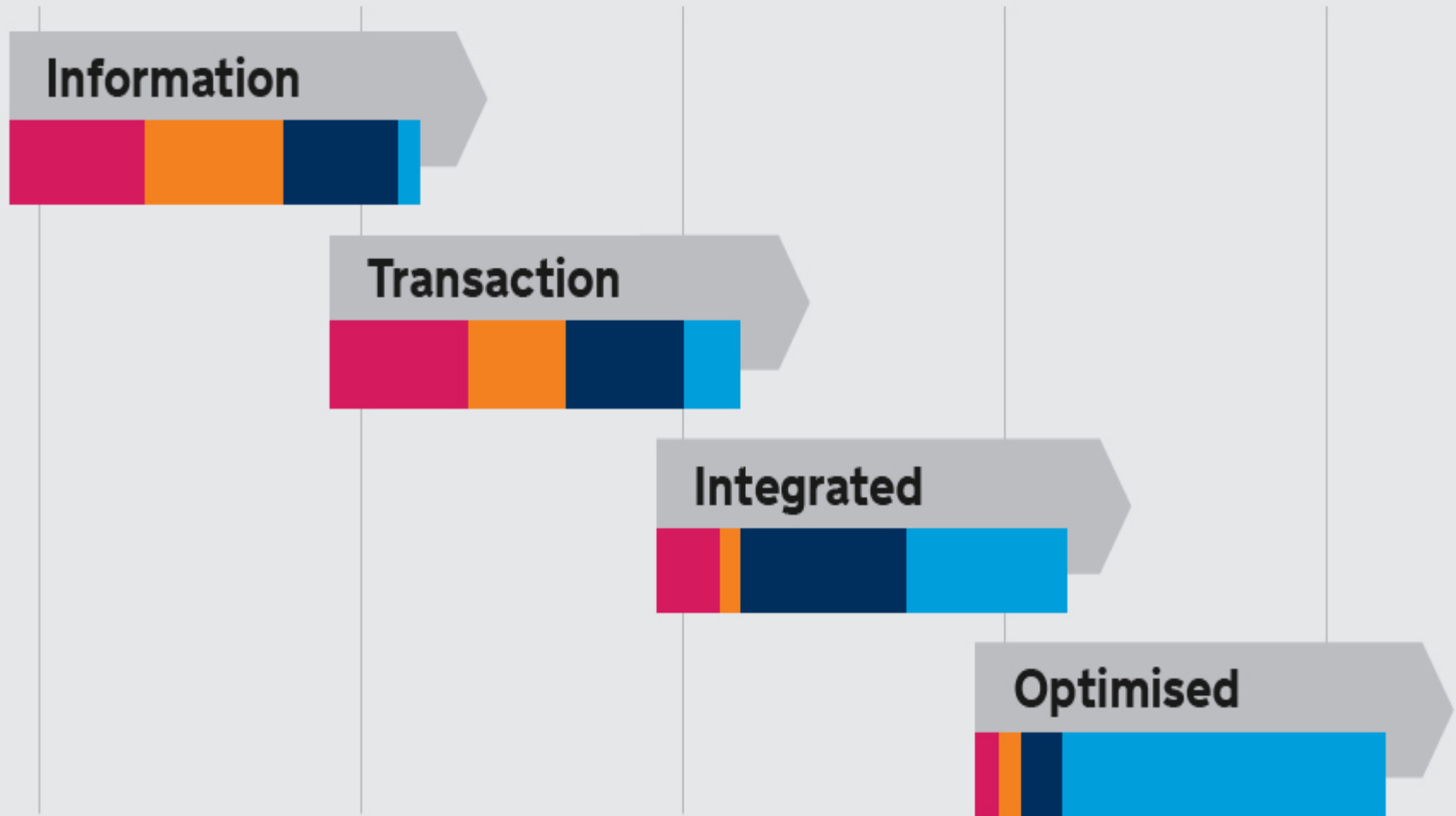


Digital Services

2014



2018 and beyond



Digital channel use

Face to face Paper Phone Digital

Millennials Experiences and Behaviours





Connected



Social




Creative





Love Indulgence



Co-creation
of value



Co-design



Collaborative
Innovation



Co-production

Co-creation in Design



Co-creation in Use

UMC  St Radboud



Co-creation Experiences



Business Value

Customer Personalized Experiences

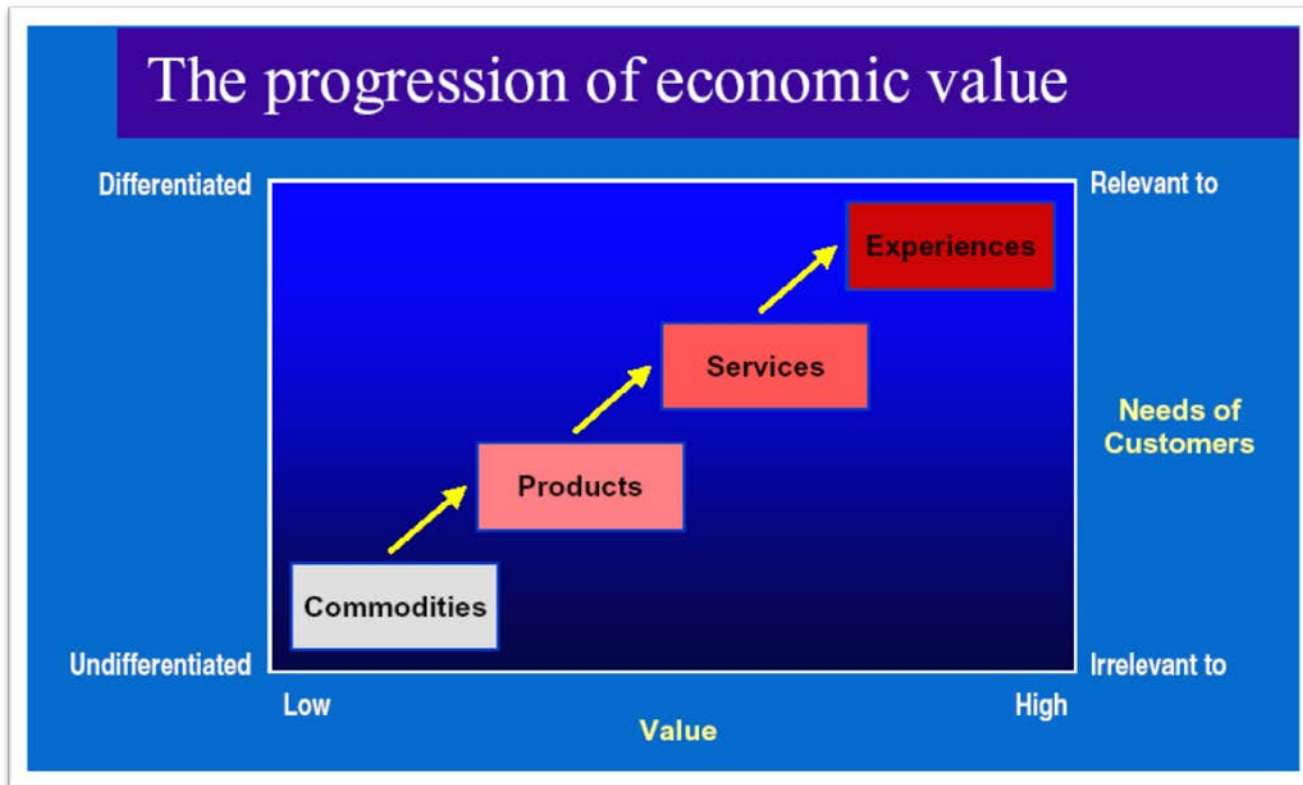
Today

Tomorrow



What is happening in the business world

Transformation in economy offerings beyond goods and services



Source: Gilmore and Pine, the Experience Economy

Products &
Services are
out and
Customer
Experience is in



Customer
Satisfaction is
out
Experience &
Loyalty are in



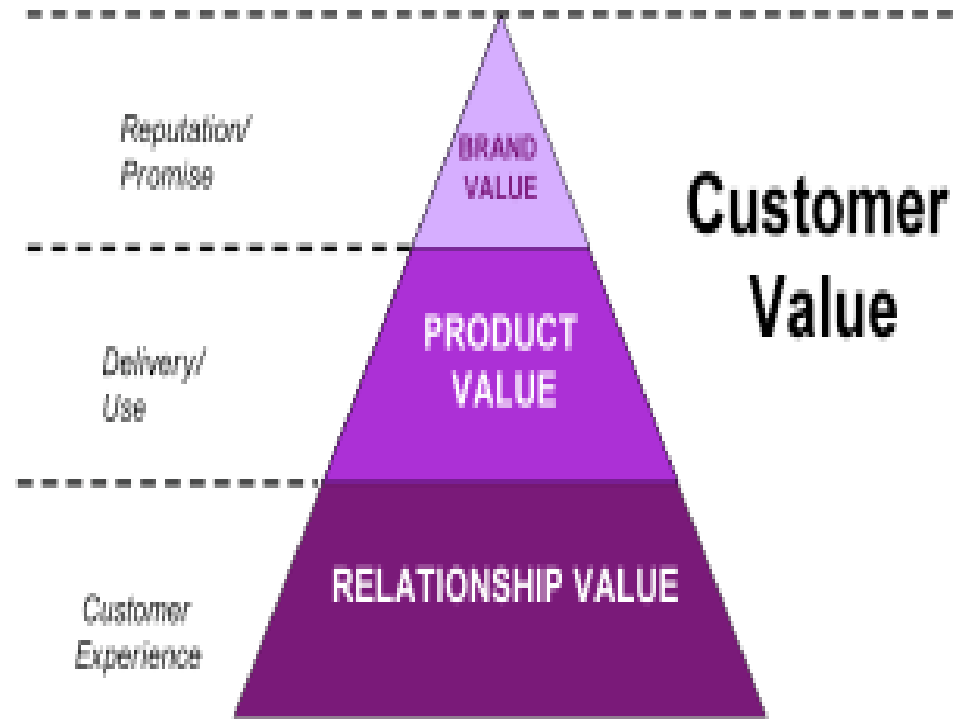
“What actual makes customers loyal?
Simply satisfying them certainly isn’t enough.



W. Edwards Deming



Quality is out
value is in



Value Innovation

- In the new rapidly changing economy, the focus must be on the way in which the nature of value is changing, involving new ways to price goods, **INNOVATION** and **EMOTION**

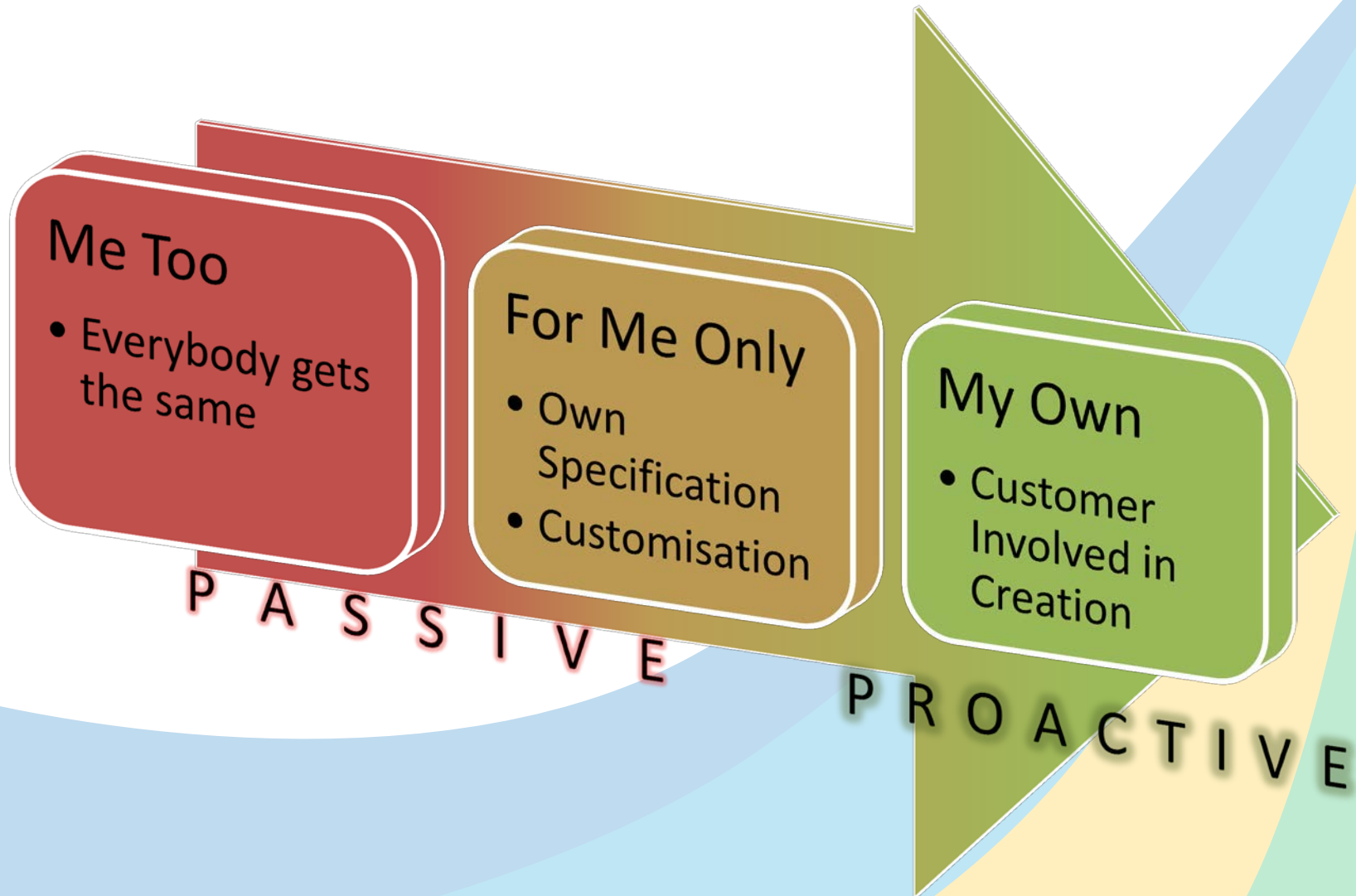


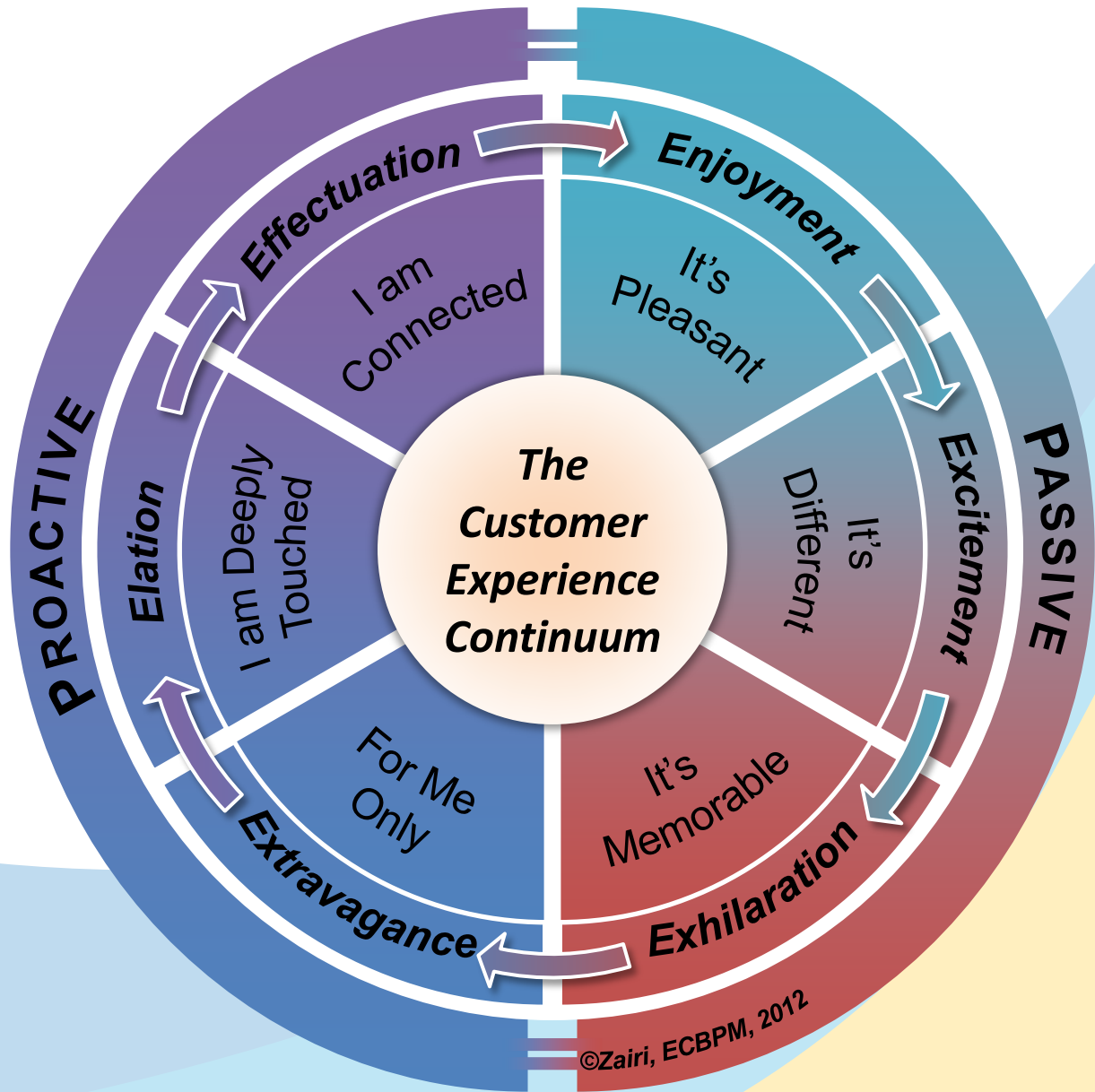
Source: Kotelnikov, Vadim (2006)

Value Innovation

Transfer of power
from the producer
to the customer
(Customer PLC)







©Zairi, ECBPM, 2012

DIFFERENT TYPES
OF
EMPATHY

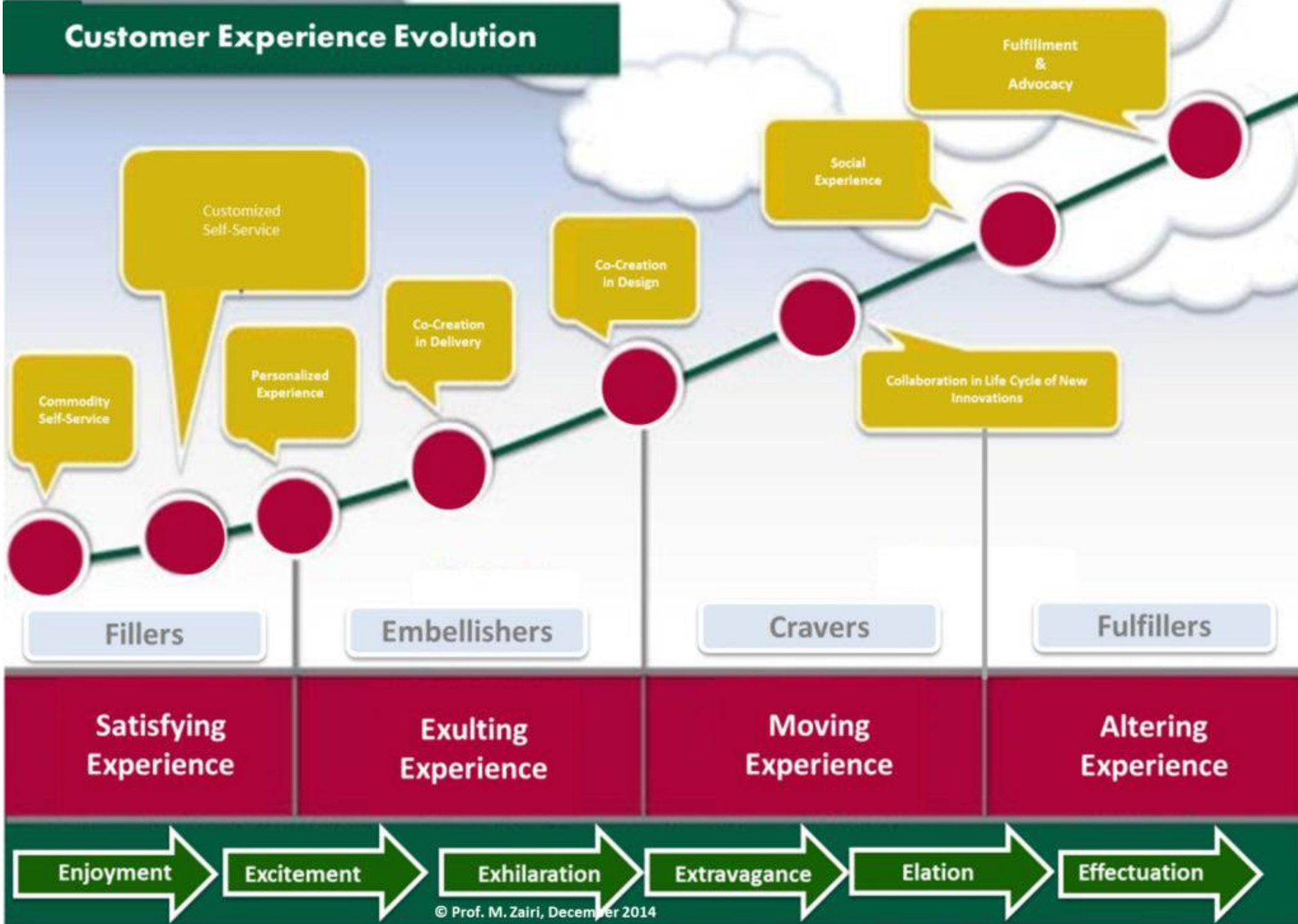


© Professor Mohamed Zairi, Dec. 2014

**TYPES
OF
EMOTIONS**



Customer Experience Evolution



What Will the Future Quality Professional have to deal with?





technical DESIGN v2

Communication Tower
27mm scale terrain model
Concept Idea: G&A: MWG, 2014
Technical blueprints version 2
Prototype design



STOCK EXCHANGE

DOW J	15470.52	+18.67
NASDAQ	3610.89	+11.50
NYSE	9523.79	+34.28
S&P 500	1680.99	+4.64
TSX	12568.77	+51.88

CPU
GPS INSIDE

CAMERA

PRISM
VISUAL OVERLAY

RINGER
SWITCH

+VOLUME
BUTTON

CREATING NEW

4G 3.0
worldwide
industry



09:45 AM
24 February



Barcelona, Spain
Partly Cloudy

23°C / 9°F

A stylized illustration of a winding road leading to a futuristic building labeled 'FUTURE'. The road is dark grey with white dashed lines, curving upwards through a field of white, fluffy clouds. In the background, a blue and green planet is visible against a dark blue sky with a few stars. A large, semi-transparent white dome structure is positioned behind the road, with the word 'FUTURE' written in a blue, glowing font on a dark blue rectangular sign in front of it.

FUTURE

The logo for Alpha Experience. It features a blue circular icon with a white alpha symbol (α) inside. To the right of the icon, the word 'alpha' is written in a blue, lowercase sans-serif font. Below 'alpha', the word 'Experience' is written in a white, uppercase sans-serif font on a dark blue rectangular background.

alpha
Experience



I can't talk yet,
but I have Facebook







Windows

Mob

Kodak

NBC

SHIKOSH
BIGOSH
THE ORIGINAL SWEET

LUCAS LABS

Prudential Financial

SCHWINN

Life

McDonald's

UPS

Sports Illustrated

Kodak

STARBUCKS

KINIKO

SONY

Yahoo!

*The Future is Here
Are you?*

