

# Q & A about QA/QM

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## **Attractive Quality vs. Ordinary Quality**

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### Question:

Some people are insisting that the product merely conforming to the contract specifications is of the ordinary quality, which is mediocre, and we should supply the product of attractive quality to delight the customer. I think, however, products have to conform to the contract specification requirements, and just wonder why we have to exceed the contract requirements. Am I wrong? (From an IQAI Member)

**See next page for our response.**

## Answer:

No, you are not wrong. Sometimes the product exceeding the quality level of contract specifications or the supplier's promise before delivery of the product appears to be excellent and acceptable, but in most cases, the changes from the specifications of contract or order or the descriptions in marketing materials without having the purchaser's prior consent are excessive, and we do not appreciate it so highly, if we purchased that product just believing the contract specifications or descriptions in their marketing materials.

It has been said for decades that “over-quality” is “out-of-quality”, because it is not conforming to the order specifications or supplier’s promise. The supplier has to keep the promise he made to the customer.

The features not described in the specifications may be comfort, easiness and convenience in using the product. It differs depending on the type of products, whether made to customer order, mass produced, for daily use, or consumer durables. So. such features should be communicated to the potential purchasers through sales presentation, specification, word-of-mouth, tacit agreement, etc.

By the way, we have to be careful not to be misguided by such concepts as “customer delight” or the like, which are advocated by some school teachers who are non-professional in quality and customer satisfaction.

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