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MAS-ISO 9000

QUALITY SERVICE IS IMPERATIVE FOR SUCCESS AND SURVIVAL

KUALA LUMPUR, Jan 7 (Bernama) -- Quality service must be recognized as imperative not only for success but also for survival, Malaysia Airlines (MAS) Aerotechnologies Sdn Bhd president Noor Amiruddin M. Nordin said today.

He said, in whatever way quality was defined, quality service tantamounts to meeting and surpassing customer expectations.

"We use four dimensions: reliability, responsiveness, competence and tangibles when measuring customer expectations and perceptions," he said.

Noor Amiruddin said this in his working paper on "The MS ISO 9000 in the Airline Service" tabled at the two-day "National MS ISO 9000 Symposium" opened by Prime Minister Datuk Seri Dr Mahathir Mohamad, yesterday.

According to the ISO 9000 standards, quality was defined as the totality of the features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

He said the ISO 9000 was a documented quality assurance system that ensured that specifications were correctly captured and complied with.

"We must not only understand that the customer wants and expects but we must be able also to translate them into quality specifications and ensure that we deliver according to those specifications," he said.

"This is where the ISO 9000 becomes important," he added.

"For example, when you travel with Malaysia Airlines, the plate of lobster and the glass of juice that we serve are part of the technical quality. We believe that if the company merely wants to stay in the industry, then it must match the technical quality of its competitors."

The Quality Manual, he said which is a requirement in obtaining the ISO 9000 accreditation, embodied the quality policy and objectives, the processes and procedures, and the job responsibilities.

"For us in Malaysia Airlines, we view the ISO 9000 accreditation seriously, the accreditation itself serves to affirm top management's commitment to quality practices," said Noor. -- BERNAMA

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