Managing the quality of products and services is very important to ensure that the business excels in meeting the customer requirements and achieves organizational goals. Whether you are a professional in the services industry, a quality manager or a businessman, you can learn more about service quality management in this course on Quality Management. Though the principles of improving product quality are applicable to services as well, it's very important to know the focus areas of improvement with respect to increasing customer satisfaction when it comes to service quality management. This can be done by measuring the gap between customers' expectations and how they perceive the services offered to them. While clearly important, writing your professional self-assessment can be a struggle. Before you start copying from a template, you might want to consider the value of writing a genuine self-evaluation response that reflects on your real contributions to your organization. Your annual self-assessment gives you a chance to think back on your biggest successes and failures of the year and discuss your career and professional future with your manager. If you are in HR, you likely spend so much time working on the annual performance appraisal process for others that you haven't taken a moment to t Quality Management, a relatively recent phenomenon ensures that an organization, product or service is consistent with quality. It is based on both prospective and retrospective reviews. However, the scope of Quality management is not just limited to product or service quality but also deals with the means to achieve and maintain quality standards. Thus, Quality Management may be defined as an act of performing all the activities and tasks which are needed to maintain a desired level of excellence. This includes creating and implementing quality planning and assurance, as well as quality contr