

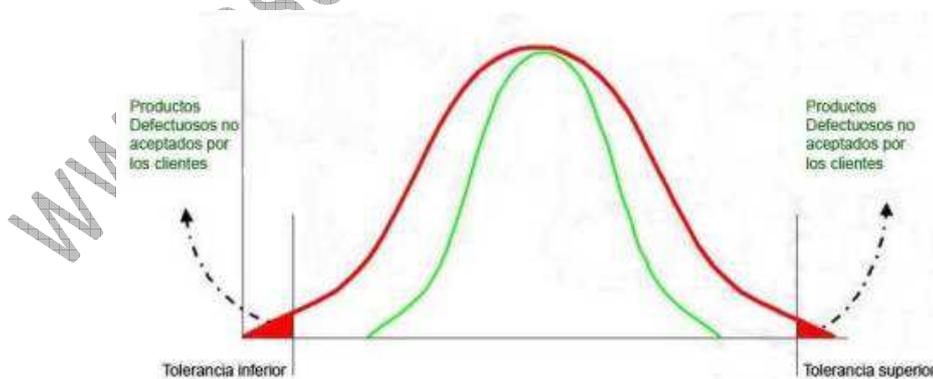
FICTITIUOS PROBLEMS, REAL COSTS

In some cases, we enter in *product reworks*, where **NOT INVOLVED** valuation or sensitivity by the *final consumer*, which ultimately is the one who will "appreciate" or not he product conformity.



I refer mainly to those situations where "are disputed" different **Quality Departments** of different companies (supplier and customer), in the achievement of certain quality specifications.

Furthermore, we can add the **"excessive self-imposed"** for the Commercial and Technical Department of the supplier company, because of the **"high pressure"** is exercised by the client company, in compliance with the specified quality variables.



For example, in the **"quasi exact"** of a quality variable reproduction, between different production batches, with extremely tight tolerances, but with a **final assessment of the final consumer**, is not critical for him.

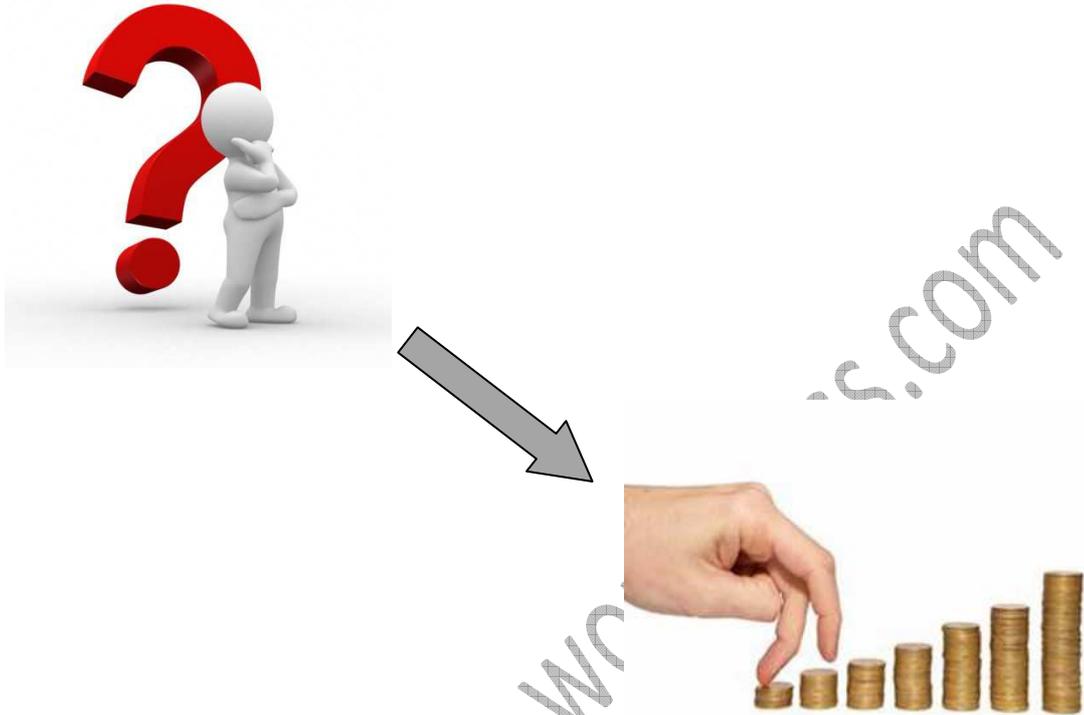


This should make us to reflect, about these situations, which lead us to constant rework.

I propose to reflect over the consequences that carry these situations, by following ten ideas:

1. ***Additional costs*** in reworks, in many cases not necessarys. Transport, reprocessing, management control, etc.
2. ***Progressive deterioration of the product***, due to subsequent reprocessing operations.
3. ***Deliveries outside term time***, due to additional times of reprocessing.
4. ***Bad image*** of the supplier company, in respect of the client company, beyond the departments involved.
5. ***Personal tensions*** between the different companies, and among people of the same company, mainly the provider.
6. ***Losing productivity***, and therefore ***competitiveness***.
7. No good ***"quality ratios"*** due to large number of reworks. No achievement of the planned objectives.
8. Creation of ***"bottlenecks"*** in the supply and distribution chain, due to the interferences that occur in it.
9. ***Excessive control and information***, sometimes of dubious real effectiveness, always referred to the final consumer.
10. ***Delays in deliveries***, sometimes unwarranted, towards the end consumer due to ***"problems (fictional?)"*** between the different stages of the value chain.

At the end, all this leads to a situation that we can define as we create **FICTITIOUS PROBLEMS**, which cause us high **REAL COSTS**.



It's important to make a deep reflection, reflected in a **rigorous cost/benefit study**, both tangible and intangible, that cause us such situations.

There are studies that show us when similar situations happen between companies in the value chain, **but where the customer or end user does not intervenes**, can **duplicate the percentage of reworks**.

We must consider not only the cost of the rework, but also in the **machines or resources occupation**, that limit the production of new products, during the rework time.

The conclusion we can get from this kind of situation, is the convenience of **"pact between customer and supplier companies, not just the quality characteristics"** to be met by the products, but also the **"management of deviations"**.



If the customer or end user is not sensitive to the deviations, common sense should help manage these deviations, for a savings of associated costs.

There are several very important things:

1. ***The technical product or service knowledge***, both from client or provider companies, and its ***"manufacturing process"***.
2. ***Positive collaboration*** between companies, when are given situations "tolerable or insensitive" by the end customer.
3. ***Good communication and transparency***, between provider and client companies.
4. It's Important to establish ***action protocols***, to certain types of deviations.

In the end, the reason for existence of the supplier and customer companies integrated into the value chain, is **CUSTOMER OR END USER**.

If we can **"WELL MANAGE FICTITIOUS PROBLEMS"**, we can get **"REAL BENEFITS"** (no costs).

QUALITY IS NOT DOING PERFECT THINGS, BUT YOU SHOULD MEET THE NEEDS AND EXPECTATIONS OF THE CUSTOMER OR END USER

SATISFIED COSTUMER



In many cases, **HIGHER QUALITY IS NOT PAID**

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