Student

Instructor

Course

Date

Case study 1

The integration of Total Quality Management (TQM) by FedEx into its overall business strategy is evident through customer focus and engagement. According to Coleman and Argue (20), it is paramount to underline that the company enjoys People Service Profit (PSP) philosophy whose main objective is to ensure the interests of consumers are placed first. This comes after FedEx realized the high costs involved if 1-10-100 rule is not applied to the core. One of the benefits of assuming such an approach toward quality is that customer loyalty has grown to new heights, thus opening doors for the company to clinch global rewards. For example, presently, FedEx has won the Malcom Baldrige award, which acts as a catalyst for continued investment in quality improvement. Therefore, customer focus is the critical driver the firm uses to define its employment of TQM.

One cannot mention FedEx quality culture without acknowledging the company’s employees. It is in the FedEx constitution that workers form part of its success hence the need of minding their welfare (Michael & Francis 340). For instance, the human resource department is mandated to capitalize on intensive employee training, bonus sharing and competitive wages, a move that boosts workers retention. In return, the workforce stance on quality improvement is highly elevated. FedEx can use quality culture as a competitive advantage by cultivating employee wellbeing to ensure their skills serves as core competencies. In that way, the corporation will not be outshined by rivals.

On job training and the adoption of new philosophies are Deming’s two prime points FedEx consolidates in its undertakings. Yücel (6) suggests that FedEx human resource sector ensures workers’ training for quality outputs. On the other hand, PSP is a new ideology the American multinational courier delivery services company embodies in their pursuit for topnotch quality service delivery to its consumers. By capitalizing on such points, the corporation is confident of a brighter future.’

Works cited

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