

## Strategic perspective of the quality of service under the standards and specifications of ISO 9000

Belhadj-Ezzine Fethia <sup>\*1</sup>, Mohamed Abdelhadi <sup>2</sup>

<sup>1</sup> ABOU-KACEM Saadallah university Algiers 2 (Algeria),

[fathia.belhadjezzine@univ-alger2.dz](mailto:fathia.belhadjezzine@univ-alger2.dz) 

<sup>2</sup> ABOU-KACEM Saadallah university Algiers 2 (Algeria),

[mohamed.abdelhadi@univ-alger2.dz](mailto:mohamed.abdelhadi@univ-alger2.dz) 

### Modernization Laboratory of Algerian Documentary Information Systems

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#### Abstract

This study aims to highlight the strategic dimension of service quality, which organizations seek to achieve by adopting ISO 9000 specifications, in order to increase their market share locally and internationally, and develop their services according to the principles of total quality management.

The strategic dimension results from the use of international standards in service delivery, which demand excellence in satisfying customer demands and expectations as well as ongoing service quality improvement. The organization seeks certification in accordance with international standards and documentation of its qualifications from these organizations. By identifying the strategic dimensions of service quality that are distinguished by efficiency and excellence, which take into account the highest standards of service provision and requirements that should be focused on during service delivery, as well as the qualification strategy and alignment with standard spec, the primary goal of this study is to understand the necessity of organizations adopting total quality management standards within the ISO global specifications.).

#### Keywords:

Strategic perspective of the quality ;  
Service Quality ;  
Strategic Dimension of Service Quality ;  
ISO 9000 ;  
Standards and Specifications .

**JEL Classification Codes:** L15 ; C41.

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\* Corresponding author

## 1. INTRODUCTION

The quality ring is the focus of the strategies formulated and implemented to make the quality culture of the organization successful, the total quality can be seen as a strategy adopted by the business organizations to upgrade and develop their competitive pillars in the changing business environment, This explains the strategic dimension of quality, which we will highlight in our study by addressing the practical standards and organizational culture as well as the standards of total quality management under the specifications of ISO.

Quality has become an important factor for the development of the product or service according to the characteristics desired by the consumer and must be in accordance with international standards. The preparation and good training on the tools and methods of applying the comprehensive quality management is the basis of the organizational and operational processes as well as the control of the organization, which is considered the latter as technical means can be classified into two main groups, the first quantitative and the second qualitative which we will include in our study.

The services sector has witnessed and continues to witness a significant delay from the industry sector in terms of quality improvement and ensuring continuous development and the first and last reason is due to the focus on the industrial sector more than the service sector ... However, the interest increased little by little, especially during the last years of the last century and this is according to the expert in the field of service marketing Gummesson Evert in 1989, from this point of view we will address **the strategic perspective of quality service under the specifications of ISO 9000 ..**

**How to integrate the principles and methods of total quality management to organize and structure quality within organizations, according to the requirements to be focused on in quality systems in accordance with international standards and specifications.**

## **2. Basic concepts of Total Quality Management:**

The philosophy of total quality management is based on many of the concepts that form its framework, concept and philosophy, and the most important of those concepts we briefly review in the following:

**2.1 Quality for profitability** and excellence has increased the great interest of industrial and service institutions to improve the position of profitability through improvements in the quality of products and services.

### **Strategic perspective of the quality of service under the standards and specifications of ISO 9000**

**2.2 Performing the work correctly at first**, and this concept represents the main basis of total quality management, which leads to achieving the minimum of defects and then reaching the goal of zero defects.

**2.3 According to the logic of total quality management**, the cost of quality is all business costs related to the achievement of the quality of the product or service, which means that it includes the costs of prevention, evaluation costs, internal failure costs, external failure costs. The cost of excess over consumer needs and the cost of missed opportunities.

**2.4 Competitive Benchmark ING:** This concept means the continuous attempts of management to strengthen its competitive position and to be based on an effective information system in the design of a practical plan to achieve wide fame in the market, and comes only through new ideas that add to its products excellence and dazzling.

**2.5 Everyone is involved:** Everyone has the right to participate in the generation and establishment of the principles of quality of service or product, so the entrance to comprehensive quality management emphasizes the need for the participation of everyone, from managers, through heads of departments, to workers and employees to provide services. The participation of all means cooperation in the team, the Japanese firmly believe in the meaning of cooperation there is no difference in the situation between engineers with knowledge and applied knowledge, both types of knowledge are essential for progress and development. Therefore, employees from each knowledge group must understand that they depend on each other for effective management.

**Total quality management is also known as self-management**, which is meant to " mean that it is not possible for most individuals to have commercial ownership in the organization in which they work, and they cannot at least enjoy effective participation in the work, Comprehensive quality programs to solve problems in the work environment and strive for the development of self-management. "(Abou-Nacer, 2008.p.43).

**3. ISO International Measurement Specifications and their relationship to Total Quality Management:**

### 3.1 Definition of Standard:

The ISO/IEC2 Manual of 1996 defines the Standard as "a document prepared on the basis of agreement, adopted by a recognized system to provide rules,

guidelines or characteristics relevant to activities or their results with the aim of achieving the degree of agreement (Hussein , 2010 ,p.7).

The specification came as a common standard of understanding and language, to which reference is made; It is a means of ensuring good quality and reliability of manufacture.

**International standards are documented agreements for the control and precise use of the conditions to be met, such as rules, guidelines and understandings of the characteristics to be achieved from raw materials, products, operations and services, which are nationally, regionally and internationally recognized reference documents.**

#### **Historical background of ISO concept:**

**ISO** is a word derived from the Greek word "ISOs", which means parity and equality, and is not an abbreviation for the International Standardization Organization, the International Organization for Standardization and Standards, which is the international standard-setting body for the issuance of specifications, a non-governmental organization working to raise standards, set standards and standards. In order to promote trade in goods and services at the global level and in various fields, the related certification was established in 1946 to be based in Geneva (Ahmed youcef,2013 ,p.257) .

### **3.2 Development and development of ISO:**

In the aftermath of the Second World War and with the development of the military, atomic and electronic industries, the manufacture of war tools was carried out in a number of production factories and dozens of design centers with the obligation to ensure the quality of these products and ensure the absence of defects in them, which leads to the inevitability of disasters and large losses, It is from this logic that we draw the most important events of the emergence and development of quality specifications.

- **1959** → **The U.S. military standard MIL.Q9858/2011 appeared around** the Total Quality Management Program.
  - **1968** → Issuance of NATO publications to ensure quality of Allied Quality Assurance Publication
- **The British Ministry of Defense issued the military designation Stan.05DEF-08.**
  - **1972** → this standard was developed by the British Institute of Standardization to become applicable in both military and civilian aspects.
    - **1979** → **the** British Institute of Standardization issued Standard number **BS5750**, which included the requirements for the registration of companies in accordance with the specification, and the development of a system for the accreditation of donors for registration certificates.

### **Strategic perspective of the quality of service under the standards and specifications of ISO 9000**

With the expansion of the trade movement and the acquisition of good products and to ensure the rights of contractors, the organization has sought to achieve international specifications

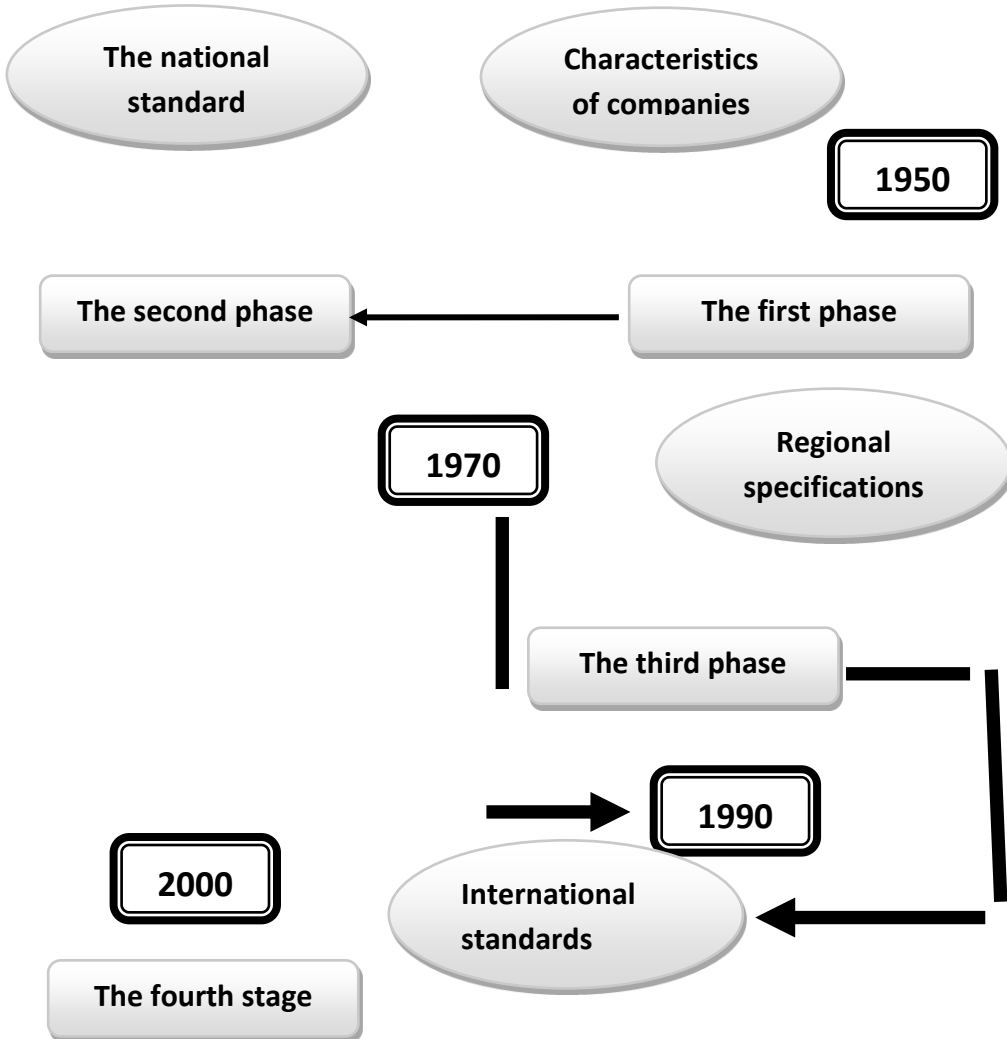
related to quality for companies, organizations and productive and service bodies.

- In **1984** —with the support of the British Institute of Standardization " **BSI**" , the **ISO/TC/176 technical committee was formed with a membership** of 26 countries, whose task is to issue a quality standard.
  
- **In 1987 —the ISO 9000 series of specifications was released, which includes** quality management and assurance as an international standard, which bore the fingerprints of the US military standard **and the British standard BS5750. ISO 8402 was also developed** in the same year by **the TC176 Technical Committee** with the issuance **of the first edition of the ISO 9000 series of specifications under the slogan «rationalizing the relationship between customer and supplier in industrial activity "** .

Subsequently, several modifications were followed at different intervals, where the second generation of specifications was issued **in 1994**, the third version was **in 2000** **and the fourth version in 2008.**( Ibrahim, 2009,p.52)

### 3.3 Historical stages of the development of quality management systems specifications up to ISO 9000: ( Donaldw,1997,p.10)

Figure number (1)



Source: Mourning, the emotions of Abraham. Total Quality Management from :

Marquard, Donaldw. **Background and Development of the ISO 9000**, April, 1997. p.10



#### 4. Basic Principles of ISO Quality Systems:

**Quality systems based on ISO 9000 quality assurance specifications are based on seven basic principles:**

**4.1 Organization:** The inclusion and definition of the responsibilities and powers of each person and the organizational interactions between him and others to ensure the completion of the work in its good form.

**4.2 Quality system documentation:** Includes the preparation of quality manual, procedures, and instructions, which is a way to document how to do all work activities that affect the quality of the organization.

**4.3 Control of Quality System Documents:** This includes controlling the development, review, validation, issuance and amendment of these documents, in order to avoid carrying out activities or work in ways contrary to what is approved.

**4.4 Maintenance of quality records:** The importance of maintaining quality records is shown when any problem arises that requires the awarding bodies of the certificates of conformity or the internal auditors to re-examine the process.

**4.5 Verification of the implementation of the activities covered by the quality system/ periodic audit:** Includes the verification and approval of the design, and examination of the product during the manufacturing processes to ensure its conformity to the specifications as well as auditing the quality system to ensure the correct work and review the management of this system and ensure its effectiveness.

**4.6 identify non-conformities, and take appropriate corrective actions:** That is, when any non-conformities appear related to the product or quality system, the reasons for their appearance are determined, and appropriate corrective decisions and actions are taken to prevent this from happening again.

**4.7 improving communication, understanding and cooperation:** This applies to interdepartmental treatment and intra-section relationships, and aims to prevent errors by identifying all that is required of the individual.

**Strategic perspective of the quality of service under the standards and specifications of ISO 9000**

**5. Relationship between Total Quality Management and ISO 9000:**

Any organization can adopt a comprehensive quality system without ISO 9000 certification and in accordance with its own standards, as well as the organization can obtain ISO 9000 certification without being built into the overall quality management system. ISO quality is a quality management system and is focused on formal procedures and methods that guide performance workers, and in contrast, the overall quality management system, in addition to the system of art, is motivated by social behavior and reality. A focus of attention is that the overall quality management system is based on integration through a management system focused on meeting the needs of both clients and clients.

**6. Difference between Total Quality Management and ISO 9000:**

The most important differences between total quality management and ISO 9000 specifications can be explained in the following table:

**Table 1. Difference between Total Quality Management and ISO 9000**

<b>The ISO 9000</b>	<b>Comprehensive quality management</b>
There is no need to focus on the consumer	Absolute focus on the consumer
It is not related to the company's strategy	Related to the company's strategy
Focus on technical and procedural systems	It focuses on philosophy, concepts, tools and methods
Employee participation is not necessary	Ensure the participation and enthusiasm of employees
It is not mandatory to focus on continuous improvement because it is just a decision.	Continuous improvement, deepening of the concept of total quality and the never-ending process
The focus can be partial.	It is concerned with the organization as a whole: With all its management and functions
The quality department is responsible for the quality	Everyone is responsible for quality
Keep things as they are.	It includes changes in culture and processes

Source: (Hamid Abdennabi ,2014,p.120)

From this table, we conclude that the relationship between global quality management and ISO 9000 is an integral one:

- ❖ **ISO 9000 can be obtained without** comprehensive quality management.
- ❖ Comprehensive quality management can be adopted, without **ISO 9000**.

**Strategic perspective of the quality of service under the standards and specifications of ISO 9000**

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- ❖ The implementation of the quality system and ISO **9000 can also begin** the way to total quality management
- ❖ The focus of total quality management is on continuous improvement; The ISO system is concerned with periodic review and continuous updating.
- ❖ The content of total quality management includes the human and social component within the organization, while the ISO system is based on the technical dimension only.
- ❖ The work of Total Quality Management includes all the departments of the organization while the ISO system does not have to include all the departments of the organization.

**7. Fundamental transformations toward a Total Quality Management System:**

**Table 2. Fundamental transformations**

Total quality management	Traditional management	Areas of comparison	
Horizontal	Hierarchical	Organizational structure	<b>01</b>
Decentralized/ institutional/ based on scientific and participatory information and data in the manufacture.	Non-institutional/centralized/based on the knowledge and experience of people at the top of the pyramid.	Decision-making	<b>02</b>
Seek out and monitor phantom problems by action method to detect and prevent them before they occur.	Avoid problems and avoid them, and do not fix the defect unless it occurs and follow the method of reaction and inspection.	Solving problems	<b>03</b>

**F, Belhadj-Ezzine; M, Abdelhadi**


Processes and systems	The workers themselves	Source of problems	<b>04</b>
Clear, clear, understandable.	It is not completely clear	Requirements of work	<b>05</b>
Total quality management	Traditional management	Areas of comparison	<b>06</b>
Group (work teams)	Individually	Method of work	<b>07</b>
Long term	Short term	Planning	<b>08</b>
Continuous improvement	When there is a problem or need for improvement	Efforts to improve	09
Flexible	Solid	Policies and procedures	10
Focus on processes and systems that lead to results	Focus on the results	Nature of work	11
Responsibility of everyone	Limited to a specific location	Responsibility for quality	12
Employees who support work know it better, they are involved in improving processes.	Managers know more, and workers criticize instructions	Managers and employees	13
Improving quality leads to increased productivity	Two conflicting goals cannot be achieved at the same time	Productivity and quality	14
It is used for improvement and development	It is used to judge results	Measurement and evaluation method	15

**Source: (Abou-Youcef ,2014,p.42)**

**8. Stages of development of quality management according to ISO strategies:**


**Total Quality Management**

- ✓ Coverage of all operations
- ✓ Quality Strategy
- ✓ Emphasis on the work team.
- ✓ Ensure participation for both customers and employees.




**Quality Assurance**

- ✓ Statement of quality activities
- ✓ Determine quality costs
- ✓ Solving problems on scientific grounds
- ✓ Quality planning




**Quality Control**

- ✓ Adoption of statistical methods.
- ✓ Monitoring and evaluating the performance of operations



**Quality inspection according to international standards and specifications: Inspection**

- ✓ Determine quality costs
- ✓ Solving problems on scientific grounds
- ✓ Quality planning



**Through this format, the most distinct stages of the development of total quality management can be diagnosed according to ISO strategies:**

**Total Quality Management Phase:** The definitions of total quality management have been classified into **three groups ... the first group is based** on a philosophy and a set of rational principles that are the basis for continuous improvement of the institution, which in turn seeks to create and create a suitable environment for the work environment to ensure the improvement of the capacity of workers Focus on continuous improvement.

As for **the second group:** It focuses on how to perform total quality management after the latter has been divided into **three terms of management**, which means a philosophy of focusing on the customer through organization rather than supervision, and the term management also means changing the culture and removing obstacles and making sure the tools and methods are suitable to perform the available function.

## **9. The importance of applying the series of specifications ISO 9000 :**

Recently, global markets have tended to view ISO 9000 certification as a competitive advantage, the application of quality system gives assurance and proof that it has solid management systems that conform to the philosophy and principles of management of overall quality; The most important benefits of applying it are:

- Increased trust in the organization's products inevitably leads to increased customer satisfaction and reduced quality complaints.

## Strategic perspective of the quality of service under the standards and specifications of ISO 9000

- Give a clear signal to clients that the organization is taking positive steps to improve quality.
- The system provides a competitive advantage to certification organizations.
  - Improve the image of the organization.
  - Entering new global markets.
  - Removal of barriers to exports.
  - Reusing market share.
  - Building an initial structure for a comprehensive information system for the purpose of efficient use of data. (Mohamed Abdealy,2018,p.46)

### 10. The goal from application principles administration the quality Comprehensive:

the goal basic from application program administration for quality overall in institutions he **development the quality for products and services with discount costs and understatement from the time and effort the lost to improve the service the introduction for clients and earn their satisfaction** And that from during:

- ❖ Create an environment that supports and maintains continuous development.
- ❖ Involve all workers in the development and development.
- ❖ operational performance measurement tools.
- ❖ Reducing the tasks and activities necessary to convert inputs from raw materials into products or services of value to customers.
- ❖ Creating a culture that is strongly focused on customers.
- ❖ Improving the quality of outputs.



- ❖ Increasing efficiency by increasing cooperation between departments and encouraging teamwork.
- ❖ Improve profitability and productivity.
- ❖ Teaching management and employees how to identify, arrange and analyze problems and break them down into smaller problems so that they can be controlled
- ❖ Learn to make decisions based on facts, not feelings.
- ❖ Training employees on the process development method.
- ❖ Increase the ability to attract customers and reduce their complaints.
- ❖ Improving confidence and work performance of employees.
- ❖ Increasing the percentage of achieving the main objectives of the company.

### **11 .Contents specification international For quality:**

contain specification the international on The many Who items Normative , And look for a difference goal Application and employment for all specification , So Elements that contain it specification different About some:

## Strategic perspective of the quality of service under the standards and specifications of ISO 9000

**Table 2:Contents specification international for quality:**

ISO 9003	ISO 9002	ISO 9001	The main elements of the quality system	
/	/	/	The scope of responsibility of management	1
/	/	/	Quality system	2
X	/	/	Reviewing contracts and agreements	3
X	X	/	Adjust the design process	4
/	/	/	Control documents and data	5
X	/	/	Procurement and supply	6
X	/	/	The product supplied by the beneficiary (customer)	7
/	/	/	Product identification and Follow-up	8
X	/	/	Control production operations	9
/	/	/	Inspection and testing	10
/	/	/	measuring tools	11
/	/	/	Inspection and test stand	12
/	/	/	Adjust cases of mismatch	13
X	/	/	Corrective actions	14
/	/	/	Handling, storage , packaging, preservation and transportation.	15
/	/	/	Quality records	16
X	/	/	Internal audit of quality	17
/	/	/	training	18
X	X	/	Service follow- up	19
/	/	/	Statistical methods	20
12	18	20	Total elements for each specification	

Source: (Farid; kahina Amel, 2016,p.205)

### Strategic perspective of the quality of service under the standards and specifications of ISO 9000

#### 12. Series specifications ISO and domains Application:

(Khider kazem, 2015, p.2015)

##### 12.1 ISO in area Industry:

that ISO9000 he System to manage the quality overall , and confirmation its specifications in the field Industrial , where Allows This is amazing specification The information necessary To convert Policy to be sure the quality to reality productive ,

And therefore the the product will correspond with Properties that expect it Client depending on improvements in domains production and productivity , and improve relations between staff And so between Client and supplier.

### **12.2 ISO in area Services:**

issued specification ISO own services , Which **9004** , and know They are " **elements Quality Administration and order quality instructions for services** She is act a shift Major in directione Globalism Toward measurement the quality in Enterprise SOA So Issuance This is amazing specification In pursuit to encourage my boss institutions in sector service to build procedures official for quality on all process Service:

- ✓ ,Hospitality , Communications, Health, Maintenance, Utilities General Trade General Operations, Financial Operations.
- ✓ Professional operations: Technical, legal, engineering, security and administrative skills in the field of quality management.
- ✓ Cynical consulting administrative.
- ✓ Research and development.
- ✓ Human resources management, accounts and office services.

### **12.3 ISO 9001:**

He is System Quality private By design , development , production And so on installation and submit Services , it is more standards comprehensive any what Approx **20** an element to system quality effective guarantee need Since delivery Contracting And through operations stages design and development Events stage The en to advance Services necessary after delivery.

### **12.4 ISO 9002:**

He is model to guarantee quality in production And the installation , And get treated operations prevention Discovery,

problems and processed production and the installation , where includes This the chain **18 elements**.

### **12.5 ISO 9003**

And he model to guarantee Quality in Examination final and tests , Which Series the least comprehensive , and cover **12** element only include requirements for a process Discovery problems and censorship on it , which is done checked in stages final to examine and inspection , not that it no is considered system for censorship on Quality.

**F, BELHADJ-EZZINE; M, ABDELHADI**

### **12.6 ISO 9004**

progress This is amazing Series instructions And instructions to suppliers Complete use it in development items organize quality And specify Duration and possibility application eat element from items organize quality , Which useful+ for purposes Review And specify Duration and possibility application eatt element from items organize quality , And so Review interior.....

And we will show that in schedule the next in a form more pronounced:

domains its application	Their address	specificati on
for all industries With what in it development Software	Instructions to choose and use	ISO9000
companies Engineering , and constructional and SOA that Includes practical the design and development and production and processing and serve what after sale.	model to confirm Quality in Design , Development processing and service	ISO 9001
companies Same production repeated that its strength production and processing no Enters the design in her job like industries chemical	model to confirm the quality in production and processing	O 9002
suits workshops small or spreader for devices when checked Final	model to confirm the quality in Examination and inspection The finalists	ISO 9003
for every industries and services	items System the quality And instructions General	ISO 9004

**13 . Methods And principles administration the quality overall to organize and structuring the quality inside Institutions:** (Mustapha ahmed,1998,p88)

I have confirmed Founders science Quality" Deming and Crosby" , their compositions on Importance building culture the quality as a condition -pre- must from him in order to succeed institutions to improve its quality And that according to Techniques And principles set to organize and structuring the quality inside institutions which lie Below:

## Strategic perspective of the quality of service under the standards and specifications of ISO 9000

### System Adjust Quality:

- Reaching a specific good or service to a distinct level and reducing the possibility of error.
- An institution has a reputation and a high level of performance.
- Ensure that a product or service has the advantage of distinguishing itself from the first time.
- Ensure that the documentation system can be monitored and verified, so that the organization can develop.
- Continuity of evaluation of the service or product internally and externally, which enable the system within the required level.
- Reducing costs and efforts at work.
- Activating the work system in the organization, which serves to improve the services of the organization's products.

All that has been mentioned leads to the opening of new service and production markets.

### Requirements for the quality control system in the calendar :

- Administrative commitment
- Everyone share.
- Adopting the organizational approach.
- Take the necessary to match the levels described.

**Design system adjust the quality in calendar:** aim to design system to adjust quality calendar to :

- Define calendar tools.
- Definition of stakeholders in the quality control system.
- Obtain feedback for the development of a quality control system.

### Arbitration in a system to control the quality of the calendar:

Arbitration is required in most types of evaluation systems so that there is more than one person involved in developing and designing questionnaires, and arbitration is a procedure to ensure that the evaluation is in line with the standards and is applied based on consultation with experts in evaluation systems.

**Development the quality in calendar:**

Requirement systems no stay stationary , but rather he is pursuit always to develop services with requirements and its changes continuously the ability to needs customers changing command vital for this service.

**14. strategic dimensions of total quality management under ISO specifications:**

**Garvin confirmed** however, there are eight dimensions of quality, which are:

**Performance –ease of use –reliability (reliance on the product) –the product is free from defects- durability –utility –aesthetic aspect – quality and distinction.**

**Prepare the quality input essential for continuity** optimization and the crossing about her according to sample Riyadh simplified:

Quality service =service as submitted actually – predictions beneficiary.

**So off from this the equation ..... us with focus on dimensions the strategy to manage the quality overall in share**

**what she called with it the organization international to spec iso which we mention of which the most important:**

1. The optimal use of human energies and the development of their targeted capabilities in improving management and productivity.
2. Adopting standards, whether industrial, national or international standards (iso) as standards in measuring performance efficiency and effectiveness.
3. Continuous improvement in the use of advanced technology and escalation of its role in developing products and improving services to be provided to current and prospective consumers.
4. Total quality management is the key to confronting international completion and achieving an appropriate market position, especially in light of intense competition and the emergence of globalization in human society.
5. Contribute to the achievement of basic indicators that are emphasized, namely:
  - **Improving the standards of living of the individual and society.**
  - **The growth of export trade in light of globalization.**
  - **Developing investment fields and expanding their implementation.**
  - **Increasing productivity and improving its dimensions.**
6. Focusing on the main role played by prevention rather than treatments.
7. Achieving efficient performance in the production and service fields by using statistical methods.
8. Purposeful use training and development dimensions.
9. Increasing the competitiveness of various organizations through continuous improvement in the quality of products, services, people, processes, interaction with the external environment, and



contributing to achieving the desires of current and potential consumers.

**15. Requirements the duty the focus on her quality the service in shared standards and specs universal:** that Bezel success application administration the

### **Strategic perspective of the quality of service under the standards and specifications of ISO 9000**

administration quality overall Verdict consider it Curriculum Administrative accident, but stops on Bezel sharing and contribution all Individuals the organization in activating efforts to lead Enterprise, It is represented requirements application style the quality overall in all institutions Both industrial or utilities Below:

**support Administration Supreme and support it programs administration the quality Comprehensive:** And who Represent conviction Commission will Basics Administration and its quality overall guarantee for improvement and development continuous And the comprehensive.

**initialization climate the job and environment Occasion For the institution:** It consists This is amazing config in Preparation individuals staff in the institution and train them on Techniques administration the quality overall and guarantee Engage them and extent absorb them to culture a guarantee higher levels Quality.

**the job on satisfaction Client and strive to achieve His satisfaction And his loyalty:** it includes that clients out or rather targeted And so internals That is, the organization's workers, the customer is the focal point and concern of the total quality approach.

**Strategic leadership for total quality management:**

**It** It is the basis for applying the principles of total quality management, which is the link of coordination between functions and operations and avoidance of deviations in performance.

**Formation of a quality work team at all levels of the institution:** it so to ensure the performance of events and activities to reach the highest level of productivity efficiently and effectively, as well as to combine service, excellence and quality.

**Measurement of performance and quality of service :** which seeks to verify that products or services are produced with the required specifications, standards and standards; the starting points is point is quality control with the beginning of productions until the product or service reaches the consumer.

**Effective management of human resources:** human resources are of utmost importance in activating total quality management, as calls “**Deming**” to accommodation systems based on an idea the job and its role in investigation satisfaction customer.

**Anchor system information to manage the quality overall:** considered systems the information from pillars the mission and basic that satisfy it requirements administration the quality overall, so that flow the information and its arrival for different events enterprise.

## **16. Strategy qualification and compatibility with specifications standard globalism :( zaki, 2013,p.75)**

That shifts the competition globalism made from institutions economic different their types seeking to adoption strategy to guarantee the quality with a goal its occurrence on certificate ISO 9000 as evidence worldwide on effectiveness its system mirroring with requirements administration the quality comprehensive.

### **Level specification ISO 9000:**

Considered as specification ISO 9000 from series specification that specialize administered the quality overall in section industry and services which divided to group specification different according degree inclusivity all of which and the most **ISO 9001** : that apply on institution that get up by production industrial and SOA and installation and design which more specifications inclusivity.

**ISO 9002:** that apply on institutions that get up with the same activities the previous mention it in **ISO 9000** in what except activity design.

**ISO 9003:** apply on institutions that get up with activities related system the quality in area inspection and tests final.

**ISO 9004:** it is specialize with a guarantee the quality in production.

#### **ISO 9000 in services:**

**ISO 9004** part 2, which is specific to services, defines the elements of management quality and quality system as well as service guidance is a major shift in global trends towards quality measurement in service institutions that requires the following characteristics.

Production capacity (number of workers and supplies used in the service tool).

Customer waiting time, service process time, and services delivery procedures.

The specification also has other qualitative characteristics: the method of responding to the customer's request, the ease of accessing the customer for service, friendliness and respect screening, comfort and aesthetic considerations in the place of service delivery and ability as well as ensuring that technical

## Strategic perspective of the quality of service under the standards and specifications of ISO 9000

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aspects of service performance are stable, credible, effective communication and maintaining the health and safety of customers.

### 17. Steps get on certificate ISO 9004 related quality service: (Tawfik, 2004, p.178)

**Prepare** get on **ISO 9004** certificate for quality services indicator on that enterprise SOA own system integrated for quality its basis satisfaction customers ( internal and outsiders ) about methods optimization continuous and guarantee excellence in share competitiveness.

That strategy compatibility with **ISO 9004** related quality services require following steps following:

—————→ **Planning stage:** during this stage , the following is done:

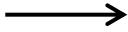
- ❖ Convincing senior management of the need to establish a quality system that conforms to **ISO 9004 for quality services**.
- ❖ Determine the accreditation body granting the certificate.

### Strategic perspective of the quality of service under the standards and specifications of ISO 9000

- ❖ Appointment of the administration official to lead the qualification process to obtain the **ISO 9004 part 2 certification** related to the quality of services.

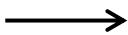
—————→ **Match stage:** the following is done through it:

- ❖ Evaluation of the existing quality system in the institution with inspection and examination of quality documents, including the quality manual to identify deviations in performance.
- ❖ Determine the strengths and weaknesses of the quality system.
- ❖ The actual application of the principles of total quality, which is consistent with the **ISO 9004 specification in its second part**, related to the quality of services



**The registration stage or obtaining the certificate:**

- ❖ At this stage, the quality system is reviewed and the registration conditions are completed.
- ❖ Setting the timetable for the review process.
- ❖ Coordination with the review team of the registrar.



**Follow-up stage:**

After granting the **ISO 9004 part two certificates** related to service quality, the quality system is reviewed at periodic intervals (usually every six months) to ensure the effectiveness of applying the quality system.

**Conclusion**

The quality of service is one of the pillars supporting the implementation of the principles of total quality management and enabling institutions to provide the service or product in a distinguished way that achieves the requirements of customers. the **ISO** certificate is granted at several levels, the most important of which is the focus on the quality of operations, so part of the ISO standards is the same as the total quality standards and the other part is to ensure and ensure the application of some of those important standards for total quality management, and obtain a qualification certificate in accordance with international standards and specifications.

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