**INFORMATION BROCHURE**

Q u E S T

Quality Excellence for a Sustainable Tomorrow

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**1.** **Hansei Ethos & The Continuous Improvement Connection**

“Hansei” in Japanese, means “reflection”… Reflection of what one truly is. All improvement starts from this knowledge…either evident to oneself, or as reflected back by a third party.

In strategic partnership with Kaizen Institute, India, Hansei administers programs that encourages introspection-based improvement; through comprehensive diagnostic assessments/audits and associated excellence enhancement forums.

It will strive to make an honest positive contribution to every sector that it operates in.

* The "Pursue Wisdom" (the third in the list of values), defines profound knowledge and wisdom based on practice and reflection
* Hansei indulges in cerebral activities and programs in conjunction with other lean principles and continuous improvement philosophies
* Never flouts the core values, it will show passionate companies the right direction and will reflect its slogan…“Responsibility is the Ability of being Credible”.

**2. About QUEST**

**a. Objectives**

Within any organisation, nothing speaks better than the results! The program is conceptualised as a facilitator and as one that has an organisation’s long term interest in mind. The QUEST is designed to be a merit driven initiative, with Service excellence aspirations of the industry participants in mind.

Today, with rapidly transformative and disruptive changes sweeping across value chains, it is necessary for one to be continually introspective of one’s readiness for the future. It can be credibly assisted and partnered by somebody who has spent sufficient field time in helping existing companies become lean, mean and flexible…. and most importantly inculcate creating a culture where transformation sustains; so does customer loyalty

The QUEST program embodies all that one would need to know and would need to take care of, if one is to derive genuine long-term benefits of persisting on this path.

* It not only helps benchmark one’s existing state of excellence in a realistic way but also provides a seasoned advisory as to what needs to be done for emulating the best practices in the industry from a sustenance perspective.
* It is for those seeking to implement an effective and a sustainable Continuous Improvement program in their organisations.
* The assessments are conducted by professionals of repute and have enormous transformation experience and in initiating a culture of continuous improvement in supply chain organisations.
  + “Been there and done that” …and are now advising clients on where and how to consolidate their efforts for better benefit!

**b. Which Organisations Should Consider?**

* All disciples of Lean and Service excellence…to support consistently superior customer experience.
* Those who want to make a positive statement towards stakeholder value enhancement
* Hospitality organisations that will benefit from an outside-in perspective of how they can do more to build a sustainable culture of Service excellence in the Gemba.
* Hospitality Organisations that believe in meritorious and credible recognitions. *(An accolade should be the natural outcome of an established process….and/but not the end in itself.)*
  1. A meritorious and fair based recognition will have a motivating effect on teams and internal initiatives... thus facilitating the cause of continuous improvement.
* Hospitality Organisations that want to re-assess the effectiveness of their Journey to Excellence.
  1. Service Excellence is a Vector. It has Pace and Direction, besides a priority of targets.

**c. Benefits**

Our Value definition allows us to indulge in only those activities and initiatives that add value and facilitates Excellence in client organizations.

* Expect your Service excellence program and projects to be validated.
* Expect to identify additional projects which will expedite your journey along the path
* Expect this to add value to your own teamwork, team spirit and team-based learning
* Expect to gain out of the experience and wisdom of assessors, industry benchmarks, best practices and cross industry learning.

**d. Fair Play Policy**

1. Value Derived through Passion for Excellence
2. Performance along CI of Key Metrics to be Evaluated
3. Supporting structures and activities to sustain Service Excellence to be seen.
4. Maturity Levels to be decided based on 1/2/3
5. Participants free to use their Maturity Grade announcements, at their discretion.
6. Discussions on discounts and Canvassing strongly discouraged

**3. Facilitating CI and Culture Building**

QUEST is founded on the ideology that excellence has to be systematically and gradually incorporated into the DNA of an organisation. Towards this end, a few aspects become important; such as knowledge of critical metrics of success, appropriate deployment down the line, a healthy monitoring protocol…and finally the need to ensure that all of this results in a healthy business impact over time. Thus, one needs to take care of the dual needs of

* An *effective and efficient policy deployment process* based on sound customer values (Market In) and
* A mechanism that ensures that these metrics are *persistently monitored to continual improvement*. (Sustained Improvement)

**4. The Concept of Motivating through Meritorious Peer Acknowledgement**

Credible programs that lead to genuine and hard-earned respect of peers, is a motivation enough by itself. (The underlying philosophy of Continuous Improvement, that forms the DNA of this initiative

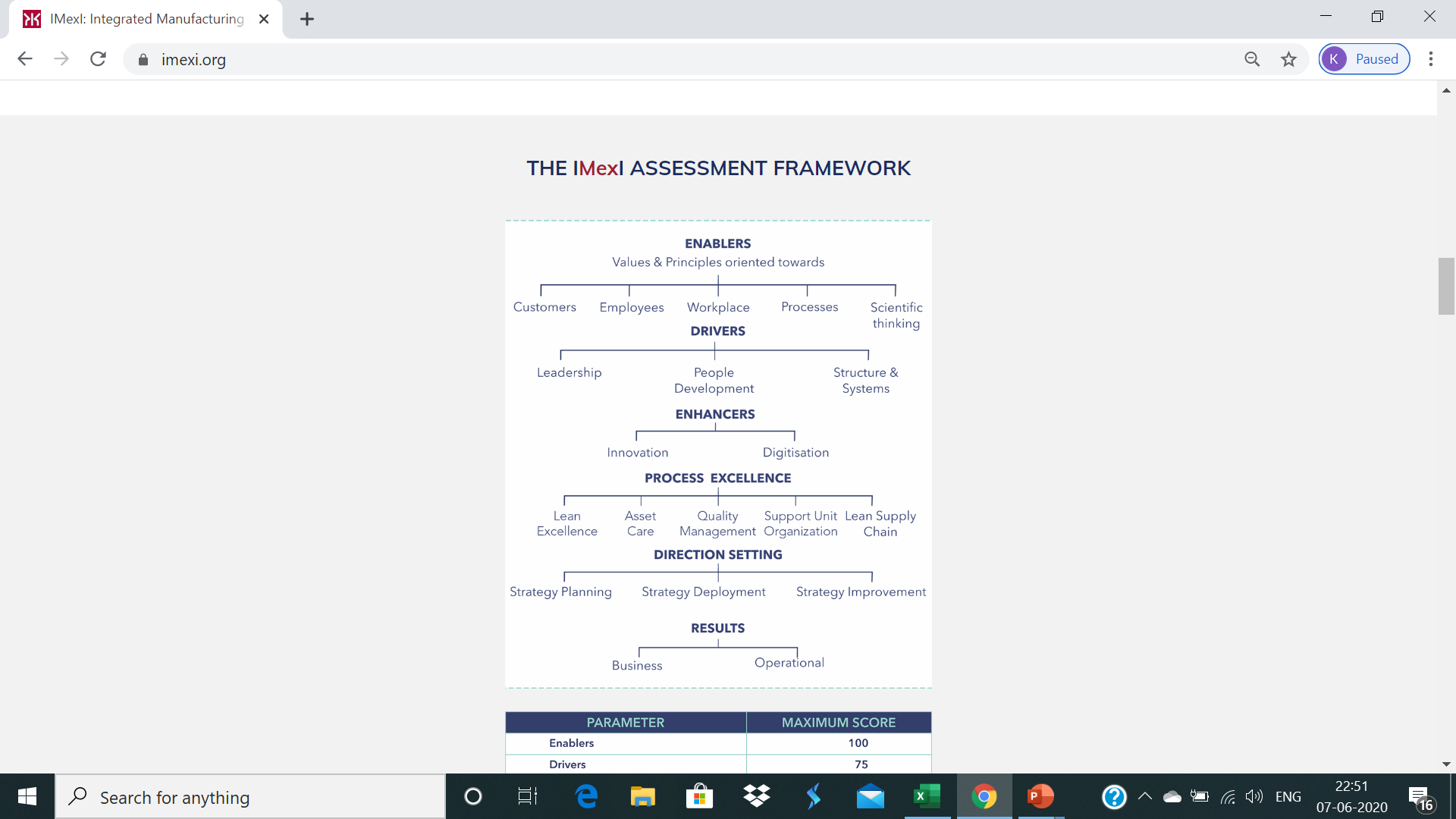
QUEST prize can be potently used by managements to effect and expedite internal progress/initiatives that are aligned to the larger long term business interests of the organisation.

**5. The QUEST Framework**

The QUEST Assessment tests for Existence, Deployment and Sustenance of appropriate Service Excellence Initiatives. (Knowing What to do, How to do, What to measure and How to Sustain it well).

It consists of 6 main parameters viz Enablers, Drivers, Enhancers, Process Parameters, Direction Settings and Results. 350 checkpoints that constitute these six, cover all critical aspects of a business that are needed to build, implement and sustain Service Excellence.

The On -Site assessment methodology embodies the CI principle, with a sound evaluation of the foundations (the Enablers) that culturally differentiates various Hospitality organisations. It further evaluates the direction and effectiveness of this deployment into reality (by means of the Drivers) as well as the Direction Setting initiatives undertaken). Each checkpoint is weighed and meritoriously rated, on a 4 Point scale and adds up to maximum score of 1000.

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**THE QUEST ASSESSMENT FRAMEWORK**

Supply Chain

Service Quality

Administration

Asset/Equipment Uptime

Process Enhancement

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Supply Chain

Administration

Service Quality

Asset/ Equipment Uptime

Process Enhanacement

**6. Categories of Qualifying Recognition Zones**

There are two Categories of Participation; Individual and Organisation

**Individual**These are acknowledgements given to individual professionals in various assessee organisations, who have impressed the assessors by their dedication, knowledge and implementation abilities of continuous improvement and lean principles, largely within their incumbent organisations.

Please note that this category is strictly by invitation. It is purely based on an individual’s contribution to a larger cause of promoting CI principles; It DOES NOT expect of the nominees to do or to have done any sort of promotional work, either directly or indirectly, for either Kaizen, Hansei or QUEST.

The influence of the individual on the immediate peer group and further on the industry in general (on matters that pertain to Service excellence, lean implementation and continuous improvement) will be acknowledged by the executive committee. Nominees in this category usually command the STATUS of a “teacher” and have an expert/ mentor standing in the industry.

**Organisation**  
Organisations are classified into five categories based on their turnover and size (Emerging, Medium, Large, Very large and Mega large). However, from an acknowledgement perspective there are two certificate categories and three acknowledgement specific categories for organisations to Challenge.

First is the Silver Medallion Zone (3 Stars), Gold is next next (5 Stars) and finally the Platinum Medallion Zone (7 Stars). Within the Platinum medallion zone, over 900/10000 score is termed as the super achievers “QUEST Zone”..and they are said to have earned the right to be called as QUEST Winners

For the Platinum (7 Star) category of participation, specific terms of nomination have been outlined below, and the same may be referred to.

**a. Qualifying Criteria**

*All passionate disciples of Hospitality and Service excellence are welcome to participate. There are no specific qualification criteria for any applicant whatsoever, as long as they are seen as an organisation that has made or has aspirations of treading the path of Service excellence…in all earnest.  They could be following any of the popular streams of excellence that exist today. (The assessment is agnostic to this aspect and treats all efforts equally, as long as they are in the right direction).*

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| **Qualifying Criteria for Recognition:**  Companies will have to score a minimum of 600/1000 marks to qualify for the recognition. All companies crossing the threshold limit would be recognized with Medallions (*Qualifying Scores: Silver-600, Gold-700 & Platinum-800*).  **7. Schedule of the Quest Processes**   |  |  |  | | --- | --- | --- | | **Sr No** | **Activity** | **Date / Period** | | 1 | Application (for all categories) | From July 1st, 2021 | | 2 | Submission of SAAR | Within 2 weeks of Application Acceptance Intimation | | 3 | Assessment Commencement | Mid Sept 2021 | | | |  |
| **8. Docket Submission & Purpose**   * All of those who apply will go all the way. Normally, there will be no rejections. * The Application will be complete when the Application fees complements the completed & appropriately signed Application form. * Once an Application is made, there can be no withdrawal, and the Authorising signatory of the facility undertakes to make sure of that. * The applying site will have to follow up the application with a SAAR document (Self Appraised Assessment Report). This will be mailed to applicants who have completed all formalities. * There are no scoring/ratings associated with SAAR that will impact the final scores (since SAAR is an unverified document) with the final scores * The SAAR is designed to ask for trends in 50 key operating metrics * The SAAR will identify which reports need to be kept ready for the assessment. [the said reports may get asked for, while on site] |  | |  |
| **9. Quest Information Dissemination Meeting (to Site Personnel)**  Individual Online information briefings can be organised on request by the applicant sites. These would typically be of about an hour and can address the core Operations team.  Please write to [quest@kaizenhansei.in](mailto:quest@kaizenhansei.in) to schedule a session with our senior resources. | |
| **10. Assessment Schedule**  The assessment will be for either 3 days or 4 days and will involve between 2 to 4 assessing resources. (this depends on the size and complexity of the operations)  The assessment program & schedule will be shared soon after submission of the SAAR document. This “Assessment Guidebook” will contain the schedule, and will throw light on the nature of queries in each department, that will be “discussed” during the course of the assessment.   * The assessment will cover all regular functions & departments. * The assessment will check for existence and effective deployment of required good service practices in a manner that promotes sustainability of the same. An improving trend of critical metrics…is also equally critical. * The assessment will be driven largely by the facts seen and reflected in the GEMBA, and less so by the presentations made by various teams. To this extent, presentations may be limited to only those, as requested for, by the assessors.   **What you need to do internally post application and until the Assessment?**   * Progress/ continue to increase pace of consolidation/ deployment of good practices. * PLEASE DO NOT make any changes in your existing systems and procedures without verifying the benefit to your organisation. * It is almost certain that the requirement to comply with Quest requirement will be in perfect sync with your ongoing process. A waste…is largely a waste for all, except if the definition of business changes for e.g., a Recycler). |  | |  |
| **11.Fee Details**   |  |  |  |  | | --- | --- | --- | --- | | **Participation Category** | **Sales Turnover (INR)** | **Application Fee  (INR)** | **Site Assessment Fee (INR)** | | | Emerging | ≤ 100 Cr | INR 92,500 | 4,50000 | | Medium | >100 Cr - ≤ 500 Cr | 5,50,000 | | Large | >500 Cr - ≤ 1000 Cr | 6,80,000 | | Very Large | >1000 Cr - ≤ 10,000 Cr | 7,15,000 | | Mega Large | > 10,000 Cr | 5,85,000 | | |  | | |

**Note:**

* The above prices are exclusive of applicable taxes and surcharges, at the time of invoicing.
* The application form will have to be accompanied with the requisite application fee and the Self Appraised Assessment Report (SAAR)
* The site assessment fee will have to be paid at least 2 weeks prior to the site assessment dates.
* Demand draft/cheque will have to be drawn in favour of “Kaizen Hansei LLP.” For electronic transfer details, please write to [quest@kaizenhansei.in](mailto:quest@kaizenhansei.in)
* The site being assessed will have to arrange for the to & fro air travel, lodging and boarding of the assessors. Norms for the same will be shared 15 days prior to the site visit.

**12. Finalisation of Medal Categories**

Categories of successful qualification would be based on the scores obtained during the assessment.

There would be the following categories;

1. Platinum Medallion (7 Star)……………………………………………..Better Than the Best
2. Gold Medallion (5 Star)………………….…………………………Improving Excellence
3. Silver Medallion (3 Star)……..…………………………..……….Aligned & Reliable Processes
4. The Certificate Category (Certificate of Merit)…...Firm Commitment
5. The Appreciation Category ………………………………..“Up the Ante”

This would be the pattern for the main QUEST Initiative,

**13. Process Level Benefits as one progresses up the maturity gradient**

* As one progresses on this journey of QUEST, it is designed to ensure the effecting of a cultural transformation within an organisation where identifying and eliminating all kinds of waste (throughout the value chain) becomes routine and normal.
* Regular participation will increase the compliance and discipline of what is desired.
* Business Metrics take centre stage and become the pivot around which other metrics get monitored.
* Process become stable at first…and then increasingly capable
* Efficiency and effectiveness of related transaction and information-based processes keeps improving
* The impact of the above on financial performance gets seen…and becomes a natural pivot around which capability gets built
* Last, but not the least, getting acknowledged credibly by a body of global excellence…is stimulating enough to step up the ante!

**14. Privileges, Duties and Responsibilities of Medal Winners**

*All prize winners are expected to conduct themselves in a manner that is a reflection of their excellence standing and the accolade received.*

*To further the cause of Industry maturity, it is expected in principle, that, on request, the prize acknowledged sites will organise visits (non-competing companies) to their sites and be a part of facilitated Industry interactive events that will get organised.*

**Thank you.**

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