

## **Abstract**

# **Quality Enhancement in the Public Service**

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Today's public sector customer is one who demands perfection, speed, and accuracy in all transactions they encounter daily. These "nano-second customers" have become more aware of the quality of products and service failures than ever before. They gather vast amounts of information from unreliable and sometimes untrue sources through the Internet. They are the people, who when they are sick, want a quick response from a doctor or recommend the cure for their ailments to the doctor. They are demanding, disloyal, and expect to be delighted in all of their transactions – even when it comes to public service, such as banking, government, hospitals and even transportation.

In this session, we will discuss and provide a roadmap to answer the following questions:

1. How does a public sector enterprise meet the needs of its nano-second customer?
2. How do you measure whether their expectations are being met?
3. How do you organise your customer service approach around them?