

QuEST Forum April 2008 Newsletter

Register Now: Americas Regional Conference, Calgary, Alberta, Canada

The QuEST Forum Americas Regional Conference which will be held in Calgary, Alberta, Canada, on 2 – 6 June 2008, will feature keynotes and papers on the theme “Value in QF Membership; Convergence in Services, Wireless Media, and Entertainment”, covering business continuity, product management, critical roles, and collaborative engagement.

Registration is now open. Do not miss this chance to network and learn from industry leaders and experts as well as your peers. [Click here](#) to register for the Americas Regional Conference.

Do not forget that the deadline to reserve a hotel room at the QuEST Forum rate is 1 May 2008. After this date, reservations will be based on hotel availability. [Click here](#) to reserve a room for the Americas Regional Conference.

TL 9000 Testimonial: Intelliswift Software, Inc.

In response to the requests for real world examples of the benefits of TL 9000, The QuEST Forum Newsletter will periodically feature the experiences of those organizations that have implemented TL 9000.

Mike Jani, VP & Director, Business Development for Intelliswift Software, Inc. on the benefits of TL 9000.

Increase in business

The top management is convinced that obtaining TL 9000 registration will enhance our company image achieve more business from potential customers.

Increase in business will be seen in the coming months, as a result of placing importance on quality with a focus on customer satisfaction.

Introducing TL 9000 quality system in our organization resulted in the creating awareness of quality and customer focus. Implementing some of the requirements of TL 9000 has made us improve our processes, identify process owners and define the responsibilities of employees involved with ensuring customer satisfaction.

All employees are working towards achieving better quality and customer satisfaction standards and they are aware that the improved processes and procedures, dictated by TL 9000 requirements will help them get better results & more business

Specific areas where a requirement in TL 9000 resulted in improvement

The TL 9000 requirement of “on time delivery” and “Problem Reports” was the most important area where we saw improvement in our company in the following 4 ways:

a) Every employee was made aware of the importance of maintaining records of delivery and to generate a problem report, if the deliveries were not on time.

b) Delivery reporting templates were created, based on TL 9000 data submission requirements. As a result, it became mandatory to fill out a delivery report for every delivery made, specifying 'on time delivery' or 'delivery problem'. This has resulted in an improved process, which helps us monitor our deliveries more effectively.

c) There is an improved awareness of focusing on better customer service, based on the records maintained for on-time deliveries. The analysis of data provided a clear picture of their performance to all employees responsible to ensure on time deliveries. This has resulted in better customer focus to improve upon 'on-time delivery' numbers and reduce 'problem reports'

d) As part of TL 9000 requirements, we designed a web based customer survey, which has been a major process improvement in our sales department, to get client feedback. Before we implemented TL 900 requirements, we did not have a formal system of customer feedback, which was often based on phone or email exchanges.

Improvement in the company's customer satisfaction

Our company's customer satisfaction will improve on account of improved processes, which have been implemented as part of the quality system. We strongly believe that improved customer focus, driven by TL 9000 requirements will definitely result in improving customer satisfaction.

If you have any questions regarding Intelliswift Software's experience with TL 9000, Mike Jani may be reached at +1-714-253-3284 or mike@intelliswift.com.

Call for Papers: Ninth Annual Best Practices Conference, Denver, Colorado, USA

The Ninth Annual Best Practices Conference will be held in Denver, Colorado, USA, 15-17 September 2008.

QuEST Forum is soliciting speakers to share the best practices and methodologies that have made their organizations successful and you are invited to submit an abstract for presentation at this informative event. You are also encouraged to invite colleagues and other industry professionals to submit an abstract. The links below will assist potential presenters prepare their presentation abstract for submission. **The deadline for submitting an abstract is 31 May 2008.**

[Abstract Submission Information](#)

[Best Practices Conference Information](#)

For more information, please contact the QuEST Forum Administrator at +1-972-661-6420 or via email at information@questforum.org.

Overview: EMEA Regional Conference, Prague, Czech Republic

QuEST Forum would like to thank all who participated in the 2008 QuEST Forum EMEA Regional Conference.

Those in attendance represented 50 companies, including a record breaking 14 different service providers, from more than 20 countries. The presentations focused on relevant issues and needs and provided information that the attendees could immediately apply. In response to a question about what they liked best about the conference, the participants responded that they appreciated the networking opportunities, hearing about evolving industry trends and the ways in which TL 9000 could add value to their organizations.

QuEST Forum would also like to recognize Garry Clamp of Huawei, Chair EMEA, Darren Bryant of Vodafone, Vice-Chair EMEA and the EMEA planning team for volunteering time out of their busy schedules to ensure the success of QuEST Forum and the 2008 EMEA Regional Conference.

Update: Executive Board Major Projects

The members of the Executive Board of QuEST Forum have taken the lead on several major initiatives to improve member value and grow the organization. Each member of the Board has volunteered their time, talents and energy to lead five major projects in furtherance of the strategic plan for 2008. In upcoming newsletters, key issues and updates we will be provided. It should be noted that all major projects are based on input from our members and are aimed at improving member value and satisfaction. Our membership will see continued improvements in many key areas.

Below is a summary of each Project to date. Your comments and participation are always welcome; please contact the Project Leads with questions.

Project #1 – Operational Efficiencies In response to the ASABA Group recommendations on improving operational efficiencies, QuEST Forum has set in motion the creation of its own full-time, permanent staff. QuEST Forum has hired Rob Darden to continue as Executive Director, and Don Irvine to act as the Director of Product Development. The Director of Product Development is a newly created position with a focus on improving member value and satisfaction. Additionally, the deployment of phase one of an enterprise wide project management system has been completed. This project management system will assist QuEST Forum in effectively managing the numerous activities and initiatives of the Executive Board and working committees.

Project #1 Lead: Don Pickens, COO, QuEST Forum, dpickens@questforum.org

Project #2 – Website Redesign QuEST Forum is pleased to announce that the newly revamped and refreshed websites for QuEST Forum and TL 9000 are now live. In addition to an updated graphical look and feel reflecting QuEST Forum's status as the global organization promoting telecommunications quality through the use of the TL 9000 standard, the websites have been reorganized to ensure that users can quickly and accurately locate the desired information. The registration process for the QuEST Forum meetings has also been re-engineered and now features an auto-populate option for those who have an account in the QuEST Forum/TL 9000 portal. We are excited about the new websites and are confident that they will improve your user experience.

We would also like to extend our thanks to our partner, UTD, for their work on this project as well as the web designers at Spear One, the QuEST Forum staff and volunteers, and Anu Venkitaraman with ReThink Marketing. All spent numerous hours building, populating and testing the websites. A project of this magnitude could not have been accomplished without their collective expertise. If you have any questions about the upgraded websites, please use the "Contact" feature on the websites and your question will be promptly addressed.

Project #2 Lead: Rob Darden, Executive Director, QuEST Forum, robdarden@questforum.org

Project #3 – Membership and TL 9000 Registrations This project aims to recruit new members to Quest Forum, increase new TL9000 registrations and ensure 'member involvement' in QuEST and TL9000 activities. The mandate includes recruitment, retention and encouraging participation of member companies. The Green Goal (minimum accomplishments for the project) is to recruit ten new tier 1 & 2 strategic members into QuEST, recruit five small companies members into QuEST and add 10 new strategic companies to begin TL 9000 certification to be completed by Dec 2008 or early 2009. This project targets each board member and each regional hub to commit to recruit at least one new QuEST member or to enlist a new TL9000 registration. The project anticipates each regional group to identify top ten candidates for membership, actively recruit two companies for QuEST and at least two for TL9000 registration, per region. The recruitment drive started in April with the polling of board members and regional hub primes for insight on which companies to target for membership and TL 9000 registration.

Project #3 Leads:	Dave Ayers, Nortel, dayers@nortel.com
	John Brots, Tellabs, john.brots@tellabs.com
	JoAnn Brumit, Karlee, jabrunit@karlee.com

Project #4 – Marketing/Communications The purpose of this project is to oversee and enhance the marketing and overall communications efforts of QuEST Forum. Marketing and communications are very instrumental in generating growth in membership and conveying the value of QuEST Forum and TL 9000. Therefore, the collateral used to recruit

members and the New Member Packet have been identified as two areas of high priority. Additionally, the Strategic Marketing Plan and the Product Roadmap are being developed and refined. All of these efforts will utilize the knowledge and talents of the Marketing and Communications Manager, the new Director of Product Development, and the working committee members.

Project #4 Lead: Gary McMullin, Telmar, Gary.mcmullin@telmar.com

Project #5 - PDRs The QuEST Forum Executive Board actively reviews QuEST Forum Member and TL 9000 User Surveys and accordingly, the results of the 2007 Member survey were a key driver for many of the major 2008 Forum initiatives. One thing the 2007 survey identified was the need to increase the value of Performance Data and Performance Data Report(s). These reports are a major differentiator between TL 9000 and QuEST Forum and other quality systems and governing bodies. Therefore, it is imperative that members and users are satisfied with and make maximum use of the data. In the end, this data is about improving industry quality.

The team is focusing on three areas: 1) Improving PDR accuracy 2) Maximizing PDR usage value 3) Expanding PDR scope.

1) Improving PDR accuracy will focus on understanding data issues, their root causes and implementing countermeasures. This initiative may also yield the first "State of the Industry Report" on a few select TL 9000 measures and product categories.

2) A "How to Use the PDR" document will likely be the main output of the focus on maximizing PDR usage value. The document will provide insights on how a company can make maximum use of this information in addressing data variability, understanding the data and setting appropriate quality improvement targets.

3) Expanding the PDR scope emphasizes the identification of "high priority" product categories that do not have enough registered companies in them to provide industry statistics. In some cases three or four companies are already registered in a category and the addition of one or two more registrations would make these valuable statistics available to all.

Project #5 Lead: Ken Koffman, BigBand Networks, ken.koffman@bigbandnet.com

Highlight your Company: QuEST Forum Sponsorship Opportunities

If your business could benefit from closer contact with key organizations in the telecom sector, the QuEST Forum Conferences can provide you with the platform for building the right relationships to deliver success. Sponsorships are still available for the Americas Regional Conference, the Ninth Annual Best Practices Conference and the APAC Regional Conference. For further details please contact information@questforum.org.

April 2008 Newsletter Links and Email Addresses

- [Register for the Americas Regional Conference](#)
- [BPC Abstract Submission Information](#)
- [BPC 2008 Information](#)
- [Email Mike Jani, Intelliswift Software, Inc.](#)
- [Email Don Pickens, COO, QuEST Forum](#)
- [Email Rob Darden, Executive Director, QuEST Forum](#)
- [Email Dave Ayers, Nortel](#)
- [Email John Brots, Tellabs](#)
- [Email JoAnn Brumit, Karlee](#)
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