Current market trends offer a unique opportunity to leverage superior quality as a competitive advantage. Customers have raised their expectations of product and service quality. Social media and online review forums have made it easier for customers to expose and broadcast quality issues — both good and bad.

To capture this advantage, quality leaders must rebuild the underlying culture so their organizations live and breathe quality values. Traditional tools, like quality management systems, help employees follow procedure but do not motivate them to go above and beyond. As production budgets become leaner, employees are tempted to trade off quality to meet productivity expectations.

Creating this kind of environment can be challenging … but the payoff is huge. Companies with a strong culture of quality make:

- 60% of surveyed employees work in an environment with a weak quality culture
- 46% fewer overall mistakes
- 75% fewer customer-facing product mistakes

For every 5,000 employees, improving culture can save up to $67 million in employee productivity.

Four key elements have the greatest impact on creating a culture of quality:

1. Leadership emphasis: Make sure leaders “walk the talk” on quality.
4. Employee ownership: Empower employees to make quality decisions.

Learn more about our support for supply chain quality management leaders at gartner.com/en/supply-chain/role/supply-chain-quality-management-leaders.