Key Success Factors ensuring our Continuous Improvement

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Key Success Factors
Ensuring Our Continuous Improvement

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Who We Are

- Periodical vehicle inspection
- Roadworthiness inspection
- Inspection after modification
- Compulsory inspection
- Exhaust Gas Emission Test
- Detection
273 stations all over Turkey

3,500 employees
Key Success Factors

Traffic Safety Culture

Customer Experience Management (Service Quality Culture)

Operational Excellence / Inspection Quality
Traffic Safety Culture

- Highly developed synergy with stakeholders
- Corporate social responsibility
- Relations with legislation development and authorities
Highly Developed Synergy with Stakeholders
(Value adding relationships)

TÜVTÜRK has strong relationships with;

✓ Ministry of Transportation, Maritime Affairs and Communication
Highly Developed Synergy with Stakeholders (Value adding relationships)

Collaboration with Ministry of Transport, Maritime Affairs and Communication

✓ Technical studies
✓ Defects evaluations
✓ Traffic Responsibility Act
Highly Developed Synergy with Stakeholders
(Value adding relationships)

Other strong relationships are with;

✓ Ministry of Transportation, Maritime Affairs and Communication

✓ Turkish National Police
Highly Developed Synergy with Stakeholders
(Value adding relationships)

Collaboration with Turkish National Police

✓ Anti-fraud activities
✓ To prevent bribery & corruption attempts
✓ Brochures about fake inspection
✓ Vehicle inspection presentations in Provincial Police Departments
✓ Vehicle inspection education in Police Academy
Highly Developed Synergy with Stakeholders
(Value adding relationships)

Other strong relationships are with;

 ✓ Ministry of Transportation, Maritime Affairs and Communication
 ✓ Turkish National Police
 ✓ Turkish Accreditation Agency
Highly Developed Synergy with Stakeholders (Value adding relationships)

- All stations are audited once in every 4-year cycle
- Based on ISO/IEC 17020 standard
- Fully accredited since 2008
Highly Developed Synergy with Stakeholders (Value adding relationships)

Other strong relationships are with:

- Ministry of Transportation, Maritime Affairs and Communication
- Turkish National Police
- Turkish Accreditation Agency
- Ministry of Environment and Urban Planning
- Ministry of Science, Industry and Technology
- Ministry of Education
- Turkish Gendarmerie
- Automotive Manufacturers Association (OSD)
- Automotive Distributors Association (ODD)
- Technical Universities and High Schools
- Other Non-Governmental Organizations...
Traffic Safety Culture

- Highly developed synergy with stakeholders
- Corporate social responsibility
- Relations with legislation development and authorities
Corporate Social Responsibility

Act responsibly in traffic. All the time!
Corporate Social Responsibility

✓ In coordination of Ministry of Transport, Maritime Affairs and Communications
✓ To create an awareness in order to take protective measurements for safety in traffic
✓ Targeting to continue until 2020
✓ TV commercials with Turkish celebrities

225,000 people have been reached with field activities
Corporate Social Responsibility

Awards of Traffic Responsibility Action:

✓ 2010 Direct Marketing Awards
✓ 2011 Interactive Media Awards
✓ 2011 Crystal Apple Awards (the most prestigious advertising awards in Turkey)
✓ 2013 Urban Design Awards with wheel chair visual in subway as shown in figure at right
Traffic Safety Culture

- Highly developed synergy with stakeholders
- Corporate social responsibility
- Relations with legislation development and authorities
Relations with Legislation Development and Authorities

✔ Defects Text Studies

✔ ISO 17020 Standard Condition for Exhaust Emissions Measurement

✔ Inspection Requirement in Used Car Sales

✔ An Increase in Traffic Penalties and Law Enforcement Supervision

✔ Restrictive Conditions for Middleman
Key Success Factors

- Traffic Safety Culture
- Customer Experience Management (Service Quality Culture)
- Operational Excellence / Inspection Quality
Customer Experience Management (Service Quality Culture)

- CEM
- Sample applications
- Results
If customers are obliged to come to us we are obliged to satisfy them as well.
Customer Experience Management (CEM)

Building up awareness on traffic safety regardless of inspection result.
Customer Experience Management (CEM)

Data and complaint management

Preparing customers for inspection

Customer preception trends research
Customer Experience Management (Service Quality Culture)

- CEM
- Sample applications
- Results
Some Sample Applications & Results

- Reminder system
- Appointment system
- Call center and website
- E-questioning
- CEM handbook and training
- Mobile stations
Some Sample Applications & Results

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TUVC-logo
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Customer Experience Management (Service Quality Culture)

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Some Sample Applications & Results

- Positive trends in the survey
- An increase in the attend the appointment on time
- Decrease in the first inspection fail ratio
- Decrease in complaints on rude behaviour
- Increase in coming ratio of motorcycles and tractors
Customer Satisfaction Survey

I encountered with a problem during inspection.

- 2012: 5.7%
- 2013: 9.5%
Customer Satisfaction Survey

I care other people’s safety by vehicle inspection.

96.7% (2013)
91.5% (2012)
Customer Satisfaction Survey

I trust TÜVTÜRK.

2012: 84.2%
2013: 89.2%
Key Success Factors

Traffic Safety Culture

Customer Experience Management (Service Quality Culture)

Operational Excellence / Inspection Quality
Operational Excellence & Inspection Quality

- Self-assessment culture
- Comprehensive 3rd party audits
- Competence and knowledge management
- Data analysis
- Corruption prevention
- Online Data Sharing
- Other Applications
Self-assessment culture

Internal Quality Audits

✓ ISO 17020 standard requirements
✓ Requirements based on all technical and administrative documents
✓ Vehicle inspection processes
✓ Records (Inspection, personnel and other records)
✓ Facility and equipments
✓ HSE and BCM
✓ Customer relations
✓ Station staff, physical conditions, working area, cleanliness, uniforms etc.
✓ Security applications
Self-assessment culture

Camera system

- Video cameras in all stations
- Instant audit opportunity for all stations from HQ
- Instant display opportunity for the Ministry
Self-assessment culture

Secret customers

✓ Act like an ordinary customer
✓ Observe how station staff behave to customers
✓ Try to provoke inspection processes
✓ Observe how inspectors work under stress
Self-assessment culture

Station Leader Audit

- Randomly appointed by inspection software
- Instant and unannounced audits
- Applied on real vehicles
- Training after audit if there is lack of knowledge
- Keeping technical knowledge up to date
Local Quality Management Activities

✓ Application of QM system at first level
✓ Improving Station Leader’s QM skills
✓ Preparation for all internal and external audits
✓ Participation of whole staff (an example of living TQM)
✓ Review of all processes
Self-assessment culture

E-exams

- Applied to Station Leaders and Deputy Station Leaders
- Will be applied to all station staff
- Purpose is to keep technical knowledge up to date
- Chance to update information about non-routine processes
- Competitive system
- Quantitative, measurable
- Data for awards
Operational Excellence & Inspection Quality

Self-assessment culture

**Comprehensive 3rd party audits**

Competence and knowledge management
Data analysis
Corruption prevention
Online Data Sharing
Other Applications
Comprehensive 3rd party audits

Turkish Accreditation Agency (TÜRKAK)

Ministry of Transportation, Maritime Affairs and Communication

Ministry of Environment and Urban Planning

Consultants
Turkish Accreditation Agency (TÜRKAK)

- Based on ISO 17020 standards
- More than 100 audit man/days per year
- System audit in HQ every year

Ministry of Environment and Urban Planning

Consultants
Based on regulations and agreement

Unanounced audits

Penalty for nonconformities found

Purpose is to make quality sustainable
Ministry of Environment and Urban Planning

- Based on exhaust emission regulations
- Personn
- Equipment
- Methods
- Records

Turkish Accreditation Agency (TÜRKAK)

Ministry of Transportation, Maritime Affairs and Communication

Ministry of Environment and Urban Planning

Consultants
Consultants

- Turkish Accreditation Agency (TÜRKAK)
  - Analyze processes
  - Give recommendations

- Ministry of Transportation, Maritime Affairs, and Communication

- Ministry of Environment and Urban Planning

Consultants
Operational Excellence & Inspection Quality

- Self-assessment culture
- Comprehensive 3rd party audits
- Competence and knowledge management
- Data analysis
- Corruption prevention
- Online Data Sharing
- Other Applications
Competence and Knowledge Management (Learning and Development)

- Training center of TÜVTÜRK
- Daily capacity of 130 students
Competence and Knowledge Management

- Recruitment trainings
- Promotion trainings
- Continuity trainings
- Refreshing trainings
- Theoretical exams
- Practical exams
A workshop with:
- Two vehicles (one partially cut)
- One motorcycle
- Vehicle power transmission model
  - Faulty parts
  - Trailer towing
  - Coupling models
- Air brake system model
- Outside, a car with gasoline and LPG
- And a tow truck
E-Learning System

✓ For sustainable and continuous development
✓ To keep technical knowledge up to date
✓ About 3,000 pages of training documents
✓ For newly hired personnel, applied after classroom trainings
Competence and Knowledge Management

OTEK (Automotive Technology Research Committee)

✓ Research about technical subject
✓ Technologic improvements
✓ Weekly meetings
✓ Participation from all departments
✓ Moderating by Technical Department
Competence and Knowledge Management

Sharepoint Portal

- Access opportunity to all QM documentation for all employees
- To manage most of processes like administrative, financial, also including audit processes
- Instant technical learning for technicians
- To follow news from other departments
- Easiness of give/take confirmation
Operational Excellence & Inspection Quality

Self-assessment culture
Comprehensive 3rd party audits
Competence and knowledge management

Data analysis
Corruption prevention
Online Data Sharing
Other Applications
Data Analysis

- Pass or fail ratios
- Defects by personnel
- Waiting times
- Budget
- Finding by level

All reports can be analyzed by individual inspector and station.
Operational Excellence & Inspection Quality

- Self-assessment culture
- Comprehensive 3rd party audits
- Competence and knowledge management
- Data analysis
- **Corruption prevention**
- Online Data Sharing
- Other Applications
Corruption Prevention

✓ Receive and manage information

✓ Analyze fraud, corruption and bribery risks and take precautions

✓ Use audit outputs, and give inputs for audits
Corruption Prevention

✓ Make unanounced audits including weekend and nights
✓ Give trainings to Station Leaders and receive feedbacks regularly
✓ Use Ethical Line for whistle blowers
Corruption Prevention

✓ Strong relationships between Police and Gendarmerie as an effective protection against external illegal structures
Operational Excellence & Inspection Quality

Self-assessment culture
Comprehensive 3rd party audits
Competence and knowledge management
Data analysis
Corruption prevention

Online Data Sharing

Other Applications
Online Data Sharing

- Vehicle owner, debt
- Traffic ticket query
- Vehicle information
- Inspection results
- Query of vehicle and insurance information

Ministry of Finance (MoF)
TÜV SÜD
TUVTÜRK
Inspection Information Center
Operational Excellence & Inspection Quality

Self-assessment culture
Comprehensive 3rd party audits
Competence and knowledge management
Data analysis
Corruption prevention
Online Data Sharing

Other Applications
BCM (Business Continuity Management)

Against cut-off risks in stations
BCM (Business Continuity Management)

BCM process started

To ensure sustainability
Define risks that can lead to cut-off
BCM (Business Continuity Management)

Create «B» Plans
BCM (Business Continuity Management)

Apply necessary tests
BCM (Business Continuity Management)

Begin application
What happened in TÜVTürk since last year?
124 man-days of external audits
389 internal quality audits
4,548 nonconformities successfully closed after internal audits
17 nationwide e-exams
700 new technical questions for exams
443 technical staff internally graduated
Over 2,000,000 calls received
More than **1,500** traffic police officers trained
9,000,000 periodical inspections
Together with free of charge services like re-inspection, the number of total inspection reaches over 14.000.000
150,000 people reached with Traffic Responsibility Action
Traffic Accidents Causing Death

Fatalities per 100,000 vehicles in accidents

- 2007: 38.4
- 2008: 30.8
- 2009: 30.2
- 2010: 26.8
- 2011: 23.8
- 2012: 22.0
- 2013: 20.4
Thank you and have a safe journey home...