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Regional Conference for AFRICA

4 - 6 MARCH 2014

Cape Town, South Africa

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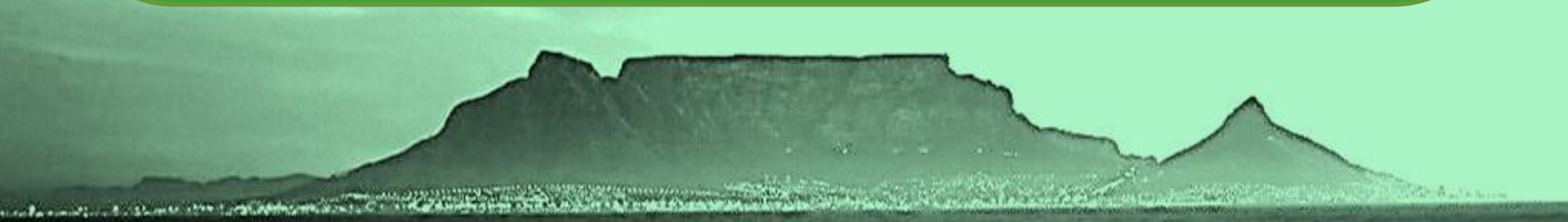
INTERNATIONAL MOTOR VEHICLE INSPECTION COMMITTEE

WWW.CITA-VEHICLEINSPECTION.ORG

Key Success Factors ensuring our Continuous Improvement

Emre Büyükkalfa

Corporate Technical Director, TÜVTÜRK
CITA Technical Expert TEG 3



Key Success Factors Ensuring Our Continuous Improvement

Emre BÜYÜKKALFA
Corporate Development Director
CITA Technical Expert – TEG 3



Choose certainty.
Add value.



Who We Are



Periodical vehicle inspection



Roadworthiness inspection



Inspection after modification



Compulsory inspection



Exhaust Gas Emission Test



Detection



employees

Key Success Factors



Traffic Safety Culture

The diagram features three horizontal, rounded rectangular boxes stacked vertically. The top box is orange and contains the text 'Traffic Safety Culture'. The two boxes below it are light blue and contain the text 'Customer Experience Management (Service Quality Culture)' and 'Operational Excellence / Inspection Quality' respectively. A thin grey curved line on the left side of the boxes connects them, suggesting a unified set of factors.

**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



Republic of Turkey
Ministry of Transport Maritime Affairs
and Communications

Highly Developed Synergy with Stakeholders (Value adding relationships)



Other strong relationships are with;

- ✓ Ministry of Transportation, Maritime Affairs and Communication
- ✓ Turkish National Police





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



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



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

- ✓ Defects Text Studies
- ✓ ISO 17020 Standard Condition for Exhaust Emmissions Measurement
- ✓ Inspection Requirement in Used Car Sales
- ✓ An Increase in Traffic Penalties and Law Enforcement Supervision
- ✓ Restrictive Conditions for Middleman





Traffic Safety Culture

**Customer Experience Management
(Service Quality Culture)**

Operational Excellence / Inspection Quality

Customer Experience Management (Service Quality Culture)

CEM

Sample applications

Results

Customer Experience Management (CEM)



If customers are obliged to come to us we are obliged to satisfy them as well.



A photograph showing two men standing next to a white vehicle. The man on the left, with grey hair and a striped shirt, is holding a clipboard. The man on the right, wearing a blue cap and polo shirt with a TÜV logo, is pointing at the clipboard. They appear to be in a discussion. The background shows the side of a white vehicle with windows.

**Building up awareness on traffic safety
regardless of inspection result.**

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



E-questioning

CEM
handbook
and training

Mobile
stations

Appointment
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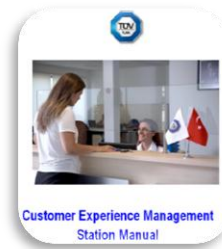


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Some Sample Applications & Results



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Mobile
stations

- ✓ 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



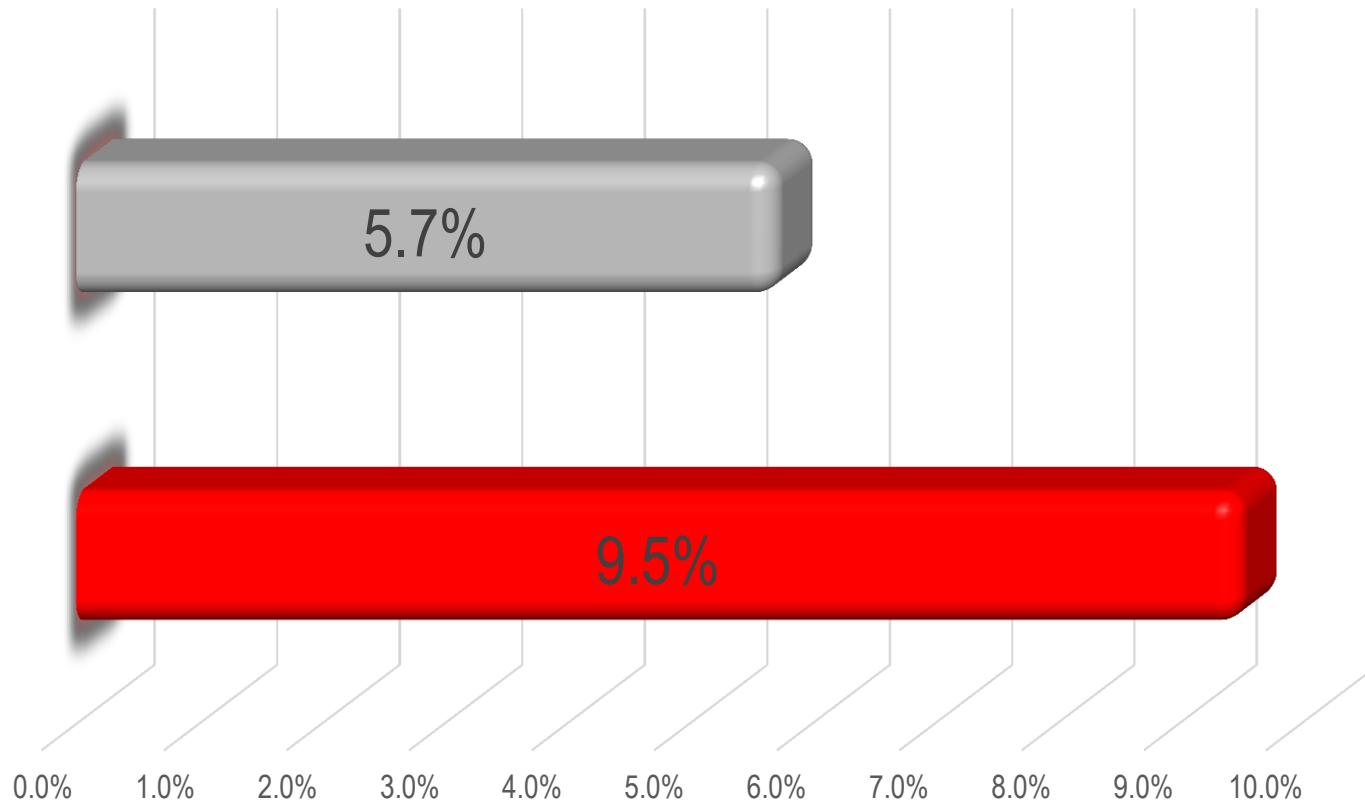
Customer Satisfaction Survey



I encountered with a problem during inspection.

■ 2012

■ 2013



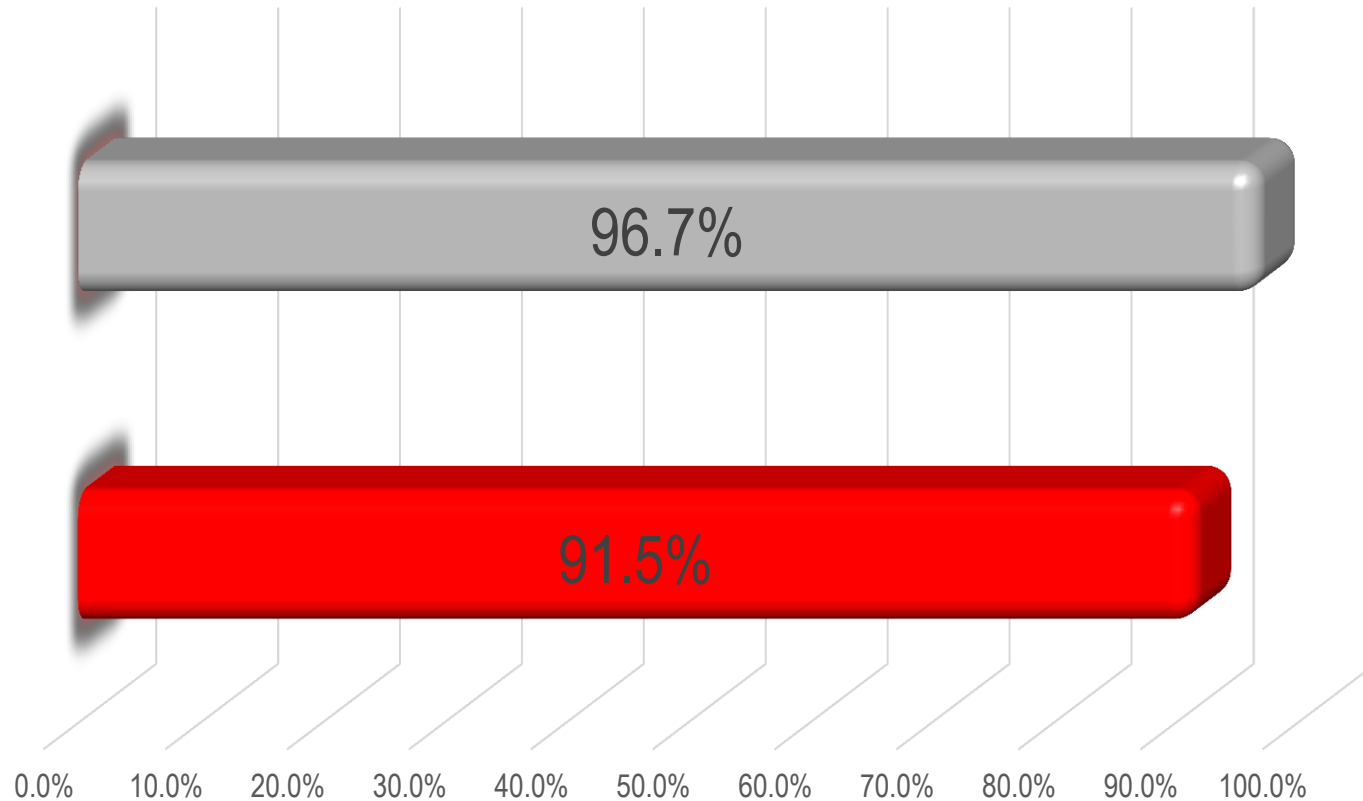
Customer Satisfaction Survey



I care other people's safety by vehicle inspection.

■ 2012

■ 2013



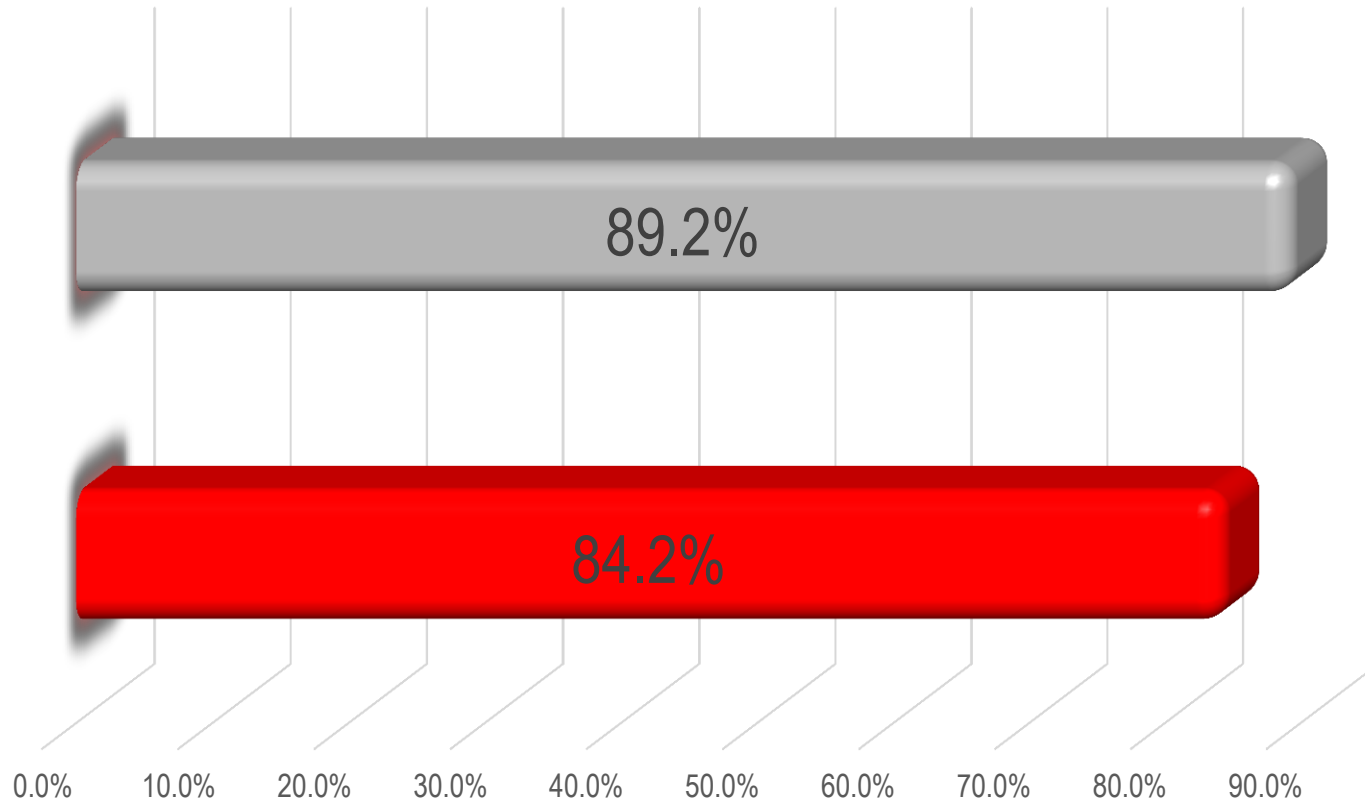
Customer Satisfaction Survey



I trust TÜVTÜRK.

■ 2012

■ 2013





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



Camera system

- ✓ Video cameras in all stations
- ✓ Instant audit opportunity for all stations from HQ
- ✓ Instant display opportunity for the Ministry



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



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

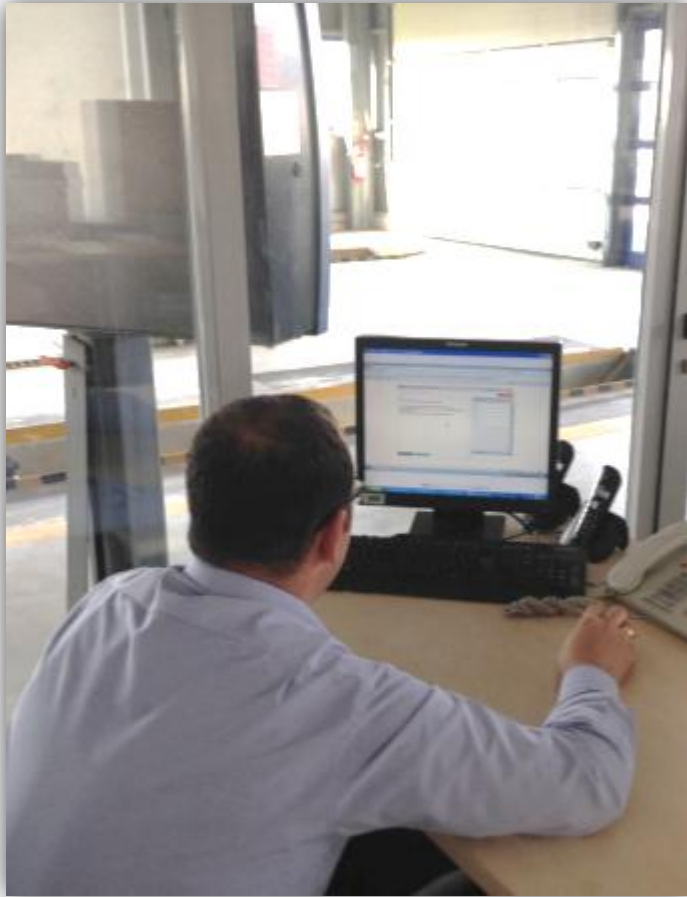


Local Quality Management Activities

- ✓ 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



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
Ministry of Transport, Maritime Affairs and Communication

✓ More than 100 audit man/days
per year



Republic of Turkey
Ministry of Transport Maritime Affairs
and Communications

✓ System audit in HQ every year

Ministry of Environment and
Urban Planning



Consultants

- ✓ Based on regulations and agreement

- ✓ Unannounced audits



- ✓ Penalty for nonconformities found

Ministry of Transportation, Maritime Affairs and Communication



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



Consultants

Turkish Accreditation Agency (TÜRKAK)



✓ Based on exhaust emission regulations

✓ Personn

✓ Equipment

✓ Methods

✓ Records

Consultants

Ministry of Environment and
Urban Planning



Turkish Accreditation Agency (TÜRKAK)



✓ Analyze processes

✓ Give recommendations

✓ Report

Ministry of Environment and
Urban Planning



Ministry of Transportation, Maritime
Affairs and Communication



Republic of Turkey
Ministry of Transport Maritime Affairs
and Communications

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

- ✓ Recruitment trainings
- ✓ Promotion trainings
- ✓ Continuity trainings
- ✓ Refreshing trainings
- ✓ Theoretical exams
- ✓ Practical exams



Competence and Knowledge Management



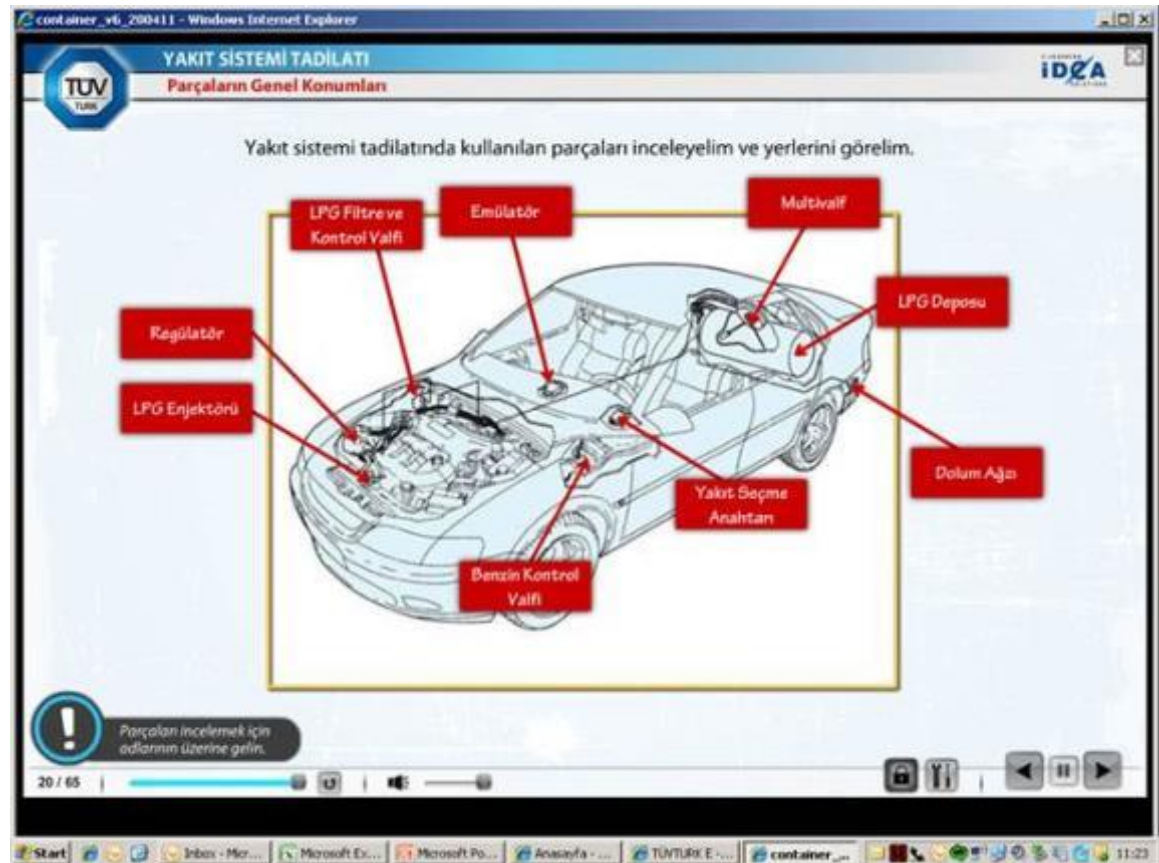
A workshop with;

- ✓ 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

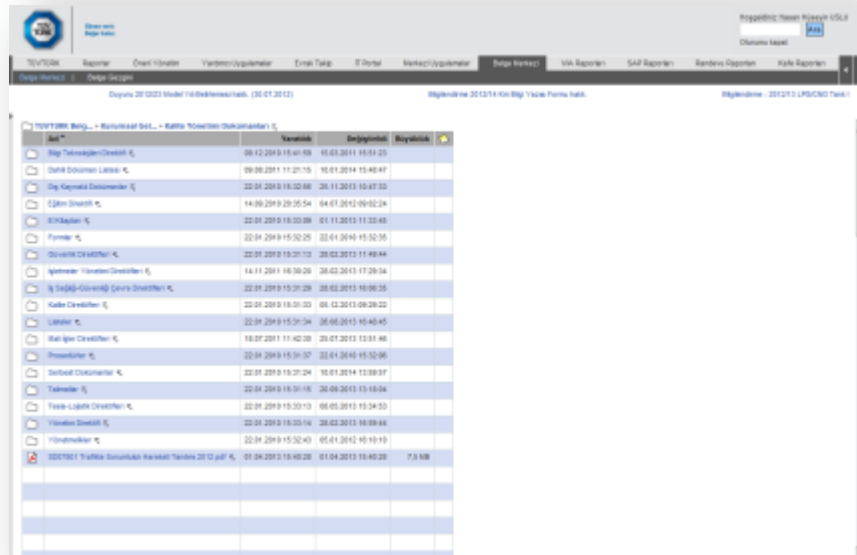
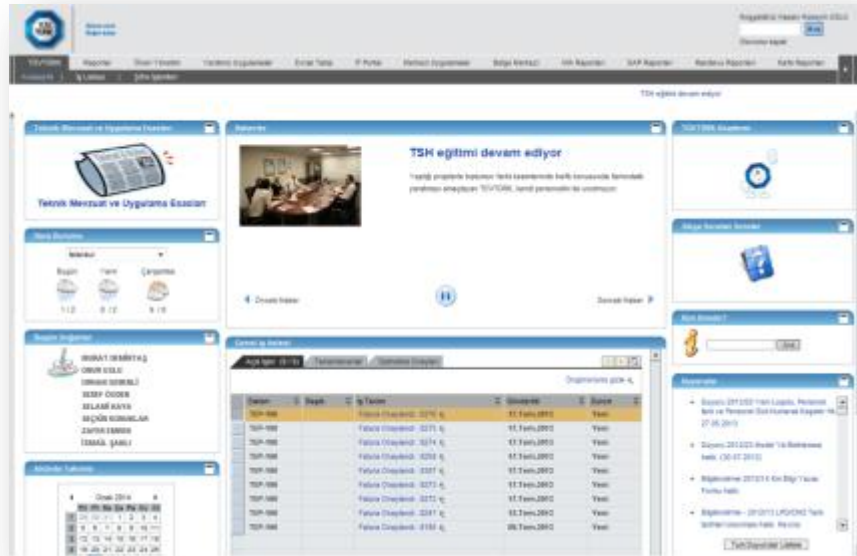
- ✓ For sustainable and continuous development
- ✓ To keep technical knowledge up to date
- ✓ About 3.000 pages of training documents
- ✓ For newly hired personnel, applied after classroom trainings



OTEK (Automotive Technology Research Committee)

- ✓ Research about technical subject
- ✓ Technologic improvements
- ✓ Weekly meetings
- ✓ Participation from all departments
- ✓ Moderating by Technical Department





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

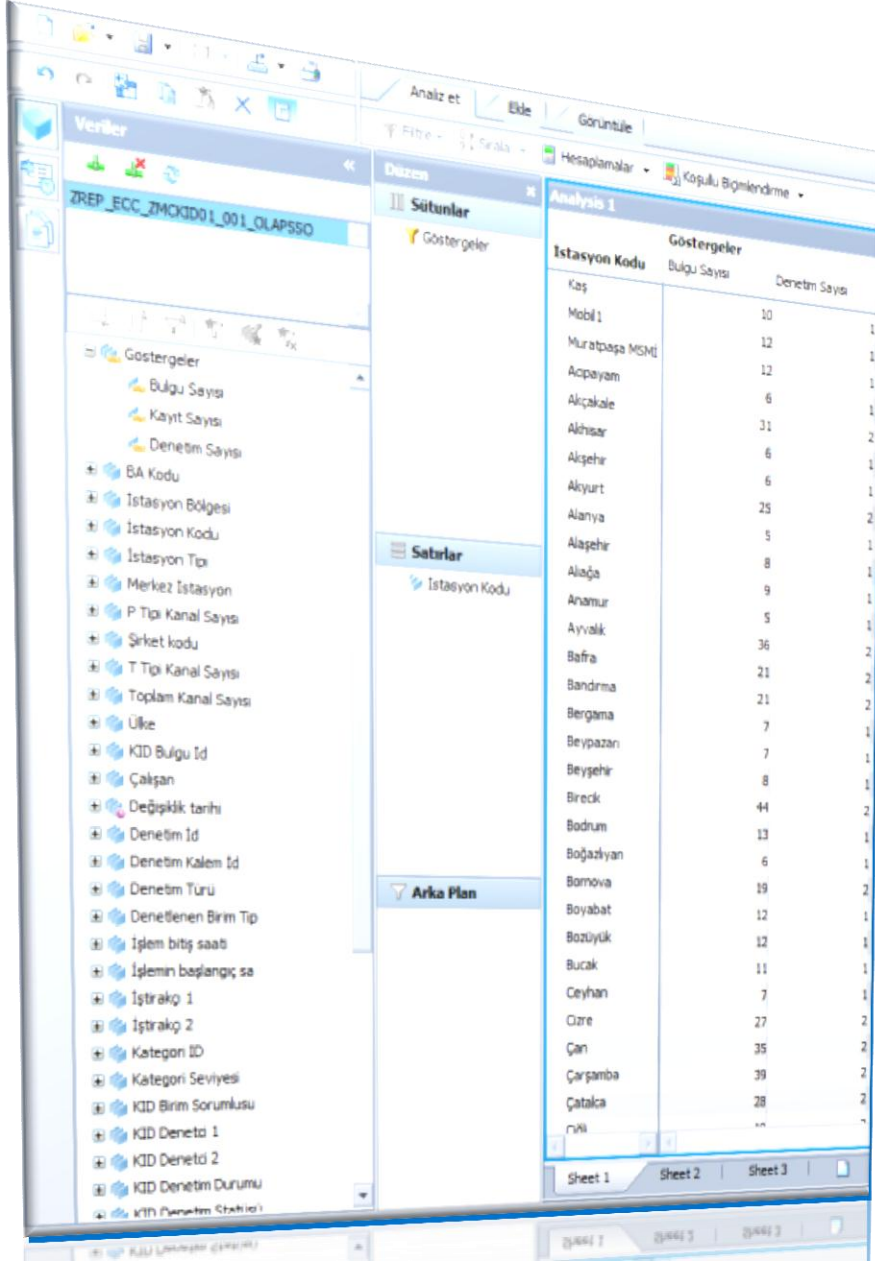
Competence and knowledge management

Data analysis

Corruption prevention

Online Data Sharing

Other Applications



The screenshot displays a software interface for data analysis. On the left, a tree view under 'Veriler' (Data) lists various metrics and categories. The main area shows a table with columns for 'İstasyon Kodu' (Station Code), 'Göstergeler' (Indicators), 'Bulgu Sayısı' (Finding Count), and 'Denetim Sayısı' (Inspection Count). The table lists various stations and their corresponding finding and inspection counts.

İstasyon Kodu	Göstergeler	Bulgu Sayısı	Denetim Sayısı
Kaş			
Mobil 1		10	1
Muratpaşa MSMT		12	1
Açıpayam		12	1
Alçakale		6	1
Alıncılar		31	2
Alagehir		6	1
Akyurt		6	1
Alanya		25	2
Alagehir		5	1
Alağa		8	1
Anamur		9	1
Ayvalık		5	1
Bafra		36	2
Bandırma		21	2
Bergama		21	2
Beyşehir		7	1
Beyşehir		7	1
Birecik		8	1
Birecik		44	2
Bodrum		13	1
Boğazkoyun		6	1
Bornova		19	2
Boyabat		12	1
Bozüyük		12	1
Bucak		11	1
Ceyhan		7	1
Özre		27	2
Çan		35	2
Çarşamba		39	2
Çatalca		28	2
Çiğli			

- ✓ 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

- ✓ Receive and manage information
- ✓ Analyze fraud, corruption and bribery risks and take precautions
- ✓ Use audit outputs, and give inputs for audits



- ✓ Make unannounced audits including weekend and nights
- ✓ Give trainings to Station Leaders and receive feedbacks regularly
- ✓ Use Ethical Line for **whistle blowers**



- ✓ 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



**INSURANCE
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

Against cut-off risks in stations



BCM process started

To ensure sustainability



The background image shows an industrial facility with a large rectangular water tank. The tank is surrounded by metal safety railings. On the far right, a red fire extinguisher is visible. The water in the tank is dark and has some ripples. In the foreground, there are yellow and black diagonal hazard stripes on the floor. A yellow warning sign with a triangle and the word 'VERBODEN' is visible on the tank's edge, along with a red 'no entry' symbol.

**Define risks that can
lead to cut-off**



Create «B» Plans

A photograph of two male technicians in a server room. The technician on the left, wearing a dark brown polo shirt and grey cargo pants, is focused on a bundle of black cables. The technician on the right, wearing a light blue polo shirt and blue jeans, is gesturing with his right hand towards a server rack. The server racks are filled with various electronic components and have many cables plugged into them. The floor is a light-colored tile.

Apply necessary tests

The background of the slide is a photograph of a server room. It shows multiple rows of server racks filled with electronic equipment. Numerous blue and green network cables are plugged into the front of the servers, creating a dense web of lines. Some of the server units have small blue indicator lights that are illuminated. The overall lighting is dim, with the primary light sources being the server lights and the ambient light from the cables.

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



TÜVTURK / Ölçme Değerlendirme Sınav Sistemi

Merkez Girişinizi Onayladı.

Toplam Süre : 15 dakika Kalan Süre : 00:13:13 sınavı bitir

Soru 11

Römork plakaları ile ilgili olarak hangisi / hangileri doğrudur?

I) Lastik tekerlekli traktör römorklarına traktöre verilen plakanın aynıısı takılır.
II) Azami yüklü ağırlığı 750 kg dan az olan römork veya yarı römorklara römorku çeken aracın plakası resmedilebilir.
III) Römorklara arkada orta eksen üzerinde 1 adet plaka takılması yeterlidir.

Seçenekler

☐ A I

☐ B II

☐ C I - III

☐ D I - II - III

☐ E III

Cevaplanan Sorular AC

önceki soru sonraki soru 11/15 V.3.2

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

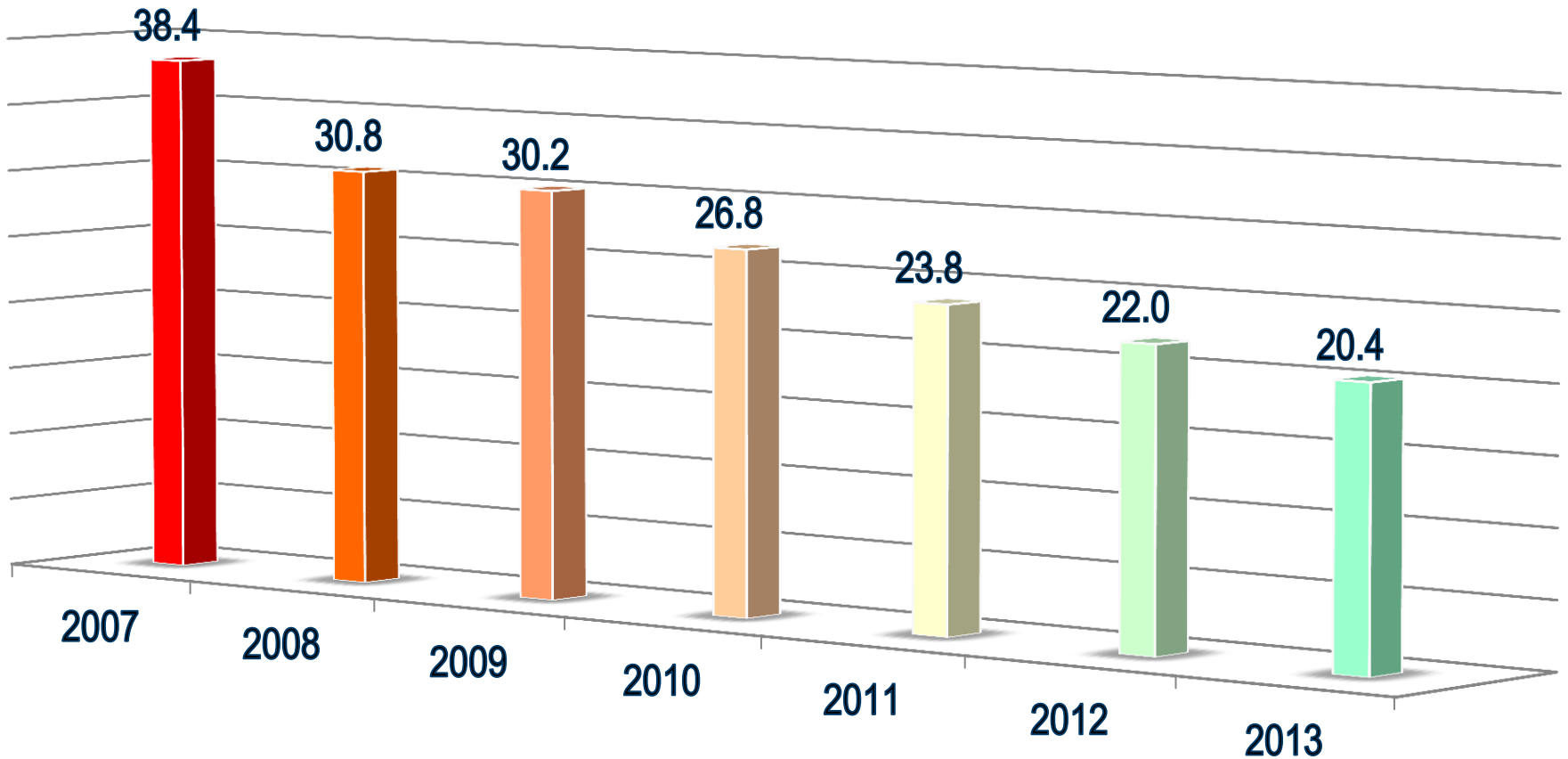




Traffic Accidents Causing Death



Fatalities per 100.000 vehicles in accidents





Emre BÜYÜKKALFA
Corporate Development Director
CITA Technical Expert – TEG 3
emre.buyukkalfa@tuvturk.com.tr

Thank you and have a **safe** journey home...