# Quality management tactics to keep you ahead of the curve

Quality management is evolving.

New technologies, hybrid working environments, and continuous methodologies are reshaping the landscape. To effectively build consumer trust and accelerate growth, quality managers will need to strategically navigate this era of rapid transformation.

Here are four key areas with three tactics each to help you strengthen future-readiness and seize new opportunities.

Paving the way for continual success
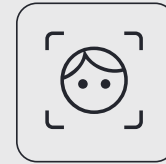
Next generation consumer-centricity

"69% of consumers want a personalized and consistent experience across multiple channels, both physical and digital."[1]

Solutions like AI and predictive analytics will allow quality professionals to better anticipate customers' preferences and deliver eco-friendly products and services. This will help strengthen competitiveness, unlock new revenue streams and build customer loyalty.

Actions to take:

- Leverage data to create hyper-personalized offerings.
- Use standards and independent certification to inspire trust.
- Develop physical products with a digital counterpart, or twin.

Continuous and agile methodologies

"By 2026, 25% of supply chain execution (SCE) vendors will have rewritten their core application to a microservices architecture."[2]

Models like Supply Chain as a Service (SCaaS) will help organizations mitigate risks and deliver products and services more efficiently. Quality managers will need to harness the power of automation, robotics, and digital twins to support this agile approach.

Actions to take:

- Adopt proactive, agile frameworks like Lean Six Sigma.
- Effectively leverage and continuously analyse operational data.
- Focus on making incremental improvements with analytics.

1) 2024 Personalization Trends, Nine Tailed, Ninetailed.io, March 2024.
2) Gartner Predicts the Future of Supply Chain Technology. Smarter With Gartner, Gartner.com, 2024.

Interoperable IT solutions

"68% of testing professionals surveyed identified AI as the most significant trend in software testing for the future."[3]

By unifying processes, systems, and data, organizations will be able to establish quality ecosystems built on technologies such as blockchain, AI and machine learning. This will help streamline product development, enhance risk management, and improve testing processes.

Actions to take:

- Utilize AI and automation to streamline processes.
- Invest in holistic training to sharpen digital literacy and leadership skills.
- Establish a culture of quality consciousness.
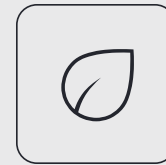
Sustainable operations

"By 2027, 50% of the top 10 consumer goods manufacturers will have 'digital product passports' for at least one of their product categories."[4]

Quality managers can accelerate sustainability progress by implementing processes that measure and reduce the environmental impact of their products and services. Organizations will also need to independently verify ESG and net-zero claims.

Actions to take:

- Invest in tools to track and test ESG metrics.
- Establish hybrid quality management roles.
- Lead on sustainable design principles.

Ready to take your next steps towards quality excellence?

Download our full report for more tactics on how to strengthen future-readiness, build trust, and accelerate growth.

Visit our website ›

3) AI in Quality Assurance Statistics. Zipdo, Zipdo.com, 2024
4) Sustainability Trends 2023: Goodbye Greenwashing, Hello Business Results, Forbes, January 2023.

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