AIAG’s vision, in part, is to be the industry “think tank” for quality going forward. Part of our role in this area is to be the “metrics tracker” for the industry, e.g. periodically “taking the pulse of quality” and reporting on it.

In the decades since the 1930’s when much of the pioneering quality management work was done, the challenge has been to implement the tools for quality more effectively. It is clear from the body of knowledge in the quality space that the role of the executive and the quality culture of organizations are root causes of chronic quality problems. There is a need to identify and communicate the gap to the “desired state” of quality in the industry to make the case for change and improvement with data.

AIAG has teamed with industry customer satisfaction giant J. D. Power to develop a survey to be used with target populations initially in China and the US. It is intended that this survey be repeated every 3-4 years. In the off-years, AIAG plans to survey and report on other geographies.

The results of this survey will provide data to make the case for, as well as track over time, quality improvement in not only the automotive industry, but in manufacturing-centric industries, e.g. aerospace, defense. The survey results will be showcased in the annual AIAG Quality Conferences and summarized in other presentations in the interim, e.g. technical networking sessions and town hall meetings.