

Implementing “Big Q” at DuPont: A Focus on Quality, Customer-Centricity and Innovation

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Asking customers, “How are we doing across the board?” can be daunting. But it opens the door for opportunities to improve quality cross-functionally within the DuPont Pharma Solutions business, and it’s just one of the ways that we’re working to implement “Big Q.”

Big Q – also known as Quality Culture, Total Quality Management, Six Sigma Quality – elevates the focus of quality beyond just the product and manufacturing process. It’s an approach that strategically manages quality in every single business process, product and service to create a customer-centric culture where quality is everyone’s responsibility. In turn, this improves all aspects and contact points for customers, from administrative processes to logistics.

DuPont has seen a lot of change recently, and while the Dow and FMC mergers mean we can now provide our customers a more holistic offering, the integration process can sometimes complicate things for our customers. Incorporating Big Q allows our teams to work strategically and proactively to address any customer pain point. Ultimately, we want to make things easier for customers while delivering the quality product they need.

Some of our most recent Big Q initiatives were sparked in part by customer feedback about what’s important to them right now. For example, customers reported that they’re prioritizing data integrity within their organizations in recent years, so we began exploring how data integrity could improve product quality at DuPont, as well.

When we realized there were no industry data integrity standards for excipients or excipient suppliers, we formed a task force and worked to develop our own data integrity initiative. Leveraging guidelines from IPEC, we developed a policy to facilitate gap analyses at all of our sites, implement solutions and continue future improvements. This benefits our customers by

giving them increased confidence in our production and quality systems and the data that we report for our products.

Another example of how we’re implementing Big Q on a day-to-day basis is our customer-centric engagement. Our overarching goal is for our customers to have zero complaints, so we’re tracking and analyzing customer complaint data and overarching trends, instituting target improvement plans at every plant. We’re also engaging key customers and distributors to collaborate on where we can help them streamline their processes and address any issues they might have on a regular basis. By changing the way we address pain points, we provide a tailored customer experience, helping them become faster and more efficient.

Last but not least, we report any quality event or near miss that impacts or has the potential to impact a customer. We’re paying attention to detail, analyzing near miss reports and constantly implementing ways to guarantee utmost quality. This helps us ensure corrective action is taken to prevent recurrence and allows us to prevent similar events from occurring across the business. In turn, this helps the customer save time and money by avoiding lengthy returns, and means they can expect to receive a high-quality product so that they can efficiently provide their own customers a safe, efficacious drug.

By elevating quality beyond product and manufacturing, we’re one step closer to becoming a more holistic, customer-centric organization. Big Q initiatives such as the data integrity policy, customer-centric engagement and quality near miss reporting reinforce our commitment to our customers to provide them with the excellent service and high-quality product they’ve come to expect from us. Our customers can rest assured that we’re listening to their pain points, we’re collaborating openly with them to align with their needs, and we’re continually evolving to innovate alongside them.



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