

## Quality in Action as an Enabler of Success

In 1988, Phoenix Contact Austria was established as a subsidiary of Phoenix Contact, Blomberg, Germany. The Headquarters in Blomberg is a world market leader in the sector of electric connecting technology and a provider of particularly high-quality automation solutions. Therefore, it places the highest quality requirements on products, the structure and the employees. Komm. Rat Ing. Herbert Seydel, General Manager of Phoenix Contact Austria, "This is why certification of the Austrian branch office acc. to ISO 9001 was the logical consequence and a basic requirement for the successful way of Phoenix Contact in Austria."

"We have been convinced of the idea of certification from the beginning," says Komm. Rat Ing. Herbert Seydel. According to Komm. Rat Ing. Herbert Seydel, this is documented by the fact that a Certificate was issued by OQS as early as 18 December 1992 and that the number of the Certificate is therefore extremely low, namely 051/0. However, the revision of the standard to ISO 9001:2000 with its process focus has significantly improved practical implementation for Phoenix Contact Austria. As Komm. Rat Ing. Herbert Seydel puts it, "The competitive advantage of customers and suppliers certified acc. to ISO 9001 is clearly identifiable and helps Phoenix Contact to secure success in daily business. The fact that the idea of quality is actually translated into action at Phoenix Contact is an important part of our leading market position world-wide but also in Austria."

Phoenix Contact is active on the market in five business areas:

- industrial connecting technology - CLIPLINE
- device connecting technology - COMBICON/PLUSCON
- overvoltage protection - TRABTECH
- signal adaptation - INTERFACE
- automation - AUTOMATIONWORX

All the products and services are combined to a synergetic offer for the specific customer by a world-wide sales and distribution network. In 2000, more than 8400 employees of the Phoenix Contact Group achieved a consolidated turnover of € 941 million. This means Phoenix Contact is one of the market leaders in all the business areas in the important world markets.

Komm. Rat Ing. Herbert Seydel in an interview with Axel Dick, Quality Austria GmbH:

Dick: What do you associate with the term of quality?

Seydel: Quality is the key to retaining existing customers and winning over new customers.

Dick: What **significance** does quality have for your organization?

Seydel: For our organization, quality is very important because it is the basic requirement for a long-term and successful partnership with our main target group – industry.

Dick: What **benefits** has your organization drawn from establishing a **quality management system**?

Seydel: The fact that the idea of quality is translated into action every day and the continual process optimizations in our organization have contributed to continual improvement of our organization and its processes.

Dick: What **benefits** were, in your opinion, yielded by the **certification** of your organization?

Seydel: Certification of our organization acc. to ISO 9001 was a basic requirement for us to stand out against strong competitors and be successful even in the eyes of the outside world.

Dick: What, in your opinion, are the **advantages** over your competitors your organization could draw from implementing a quality management system?

Seydel: Thanks to certification of our organization and corresponding publication in business correspondence, a quality level standardized by ISO is visible at first sight.

Dick: How do you see the developments and trends in the field of quality management systems in the following years?

Seydel: More and more organizations are required to define their quality levels and to subject them to a continual improvement process in order to remain competitive.

Dick: Would you recommend Quality Austria to your colleagues? Why?

Seydel: We recommend Quality Austria to our colleagues. For on the one hand, we are very satisfied with the audits conducted by the auditors. On the other hand, their assessments and suggestions lead to a continual improvement process with us.

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