

## **Acknowledgement :**

Many thanks to my supervisor prof. Ali Abdalla Elhakim for his unlimited cooperation and good treatment .

Many thanks to the family of Total Quality & Excellence Centre especially Dr. Abd Elmotalib Ibrahim for their great help .

Many thanks to my colleagues in the study.

### **Abstract:**

The main objective of this research is to study impact of the application of ISO 9001 on the performance of sheikan insurance & reinsurance company .

#### **The research aims to test the following hypothesis :-**

1-there is appositive relationship between ISO 9000 implementation and the company performance

2-there is appositive relationship between ISO 9000 implementation and the company market share

3-there is appositive relationship between ISO 9000 implementation and the company profitability

The finding of the study indicate that all the hypothesis mentioned above are accepted .

The research concludes with the most important recommendations these are :-

1-much effort is to be exerted in order to ensure continuity of application of total quality management through creating conducive working conditions.

2- conduct afield research to measure the satisfaction of customers for the services provided by the company .

3- the company must concentrate on the continuous process improvement approach.

4- the company must concentrate on the key processes which have a direct relation with customers like the underwriting processes and claims settlement processes.

5-more important must be given to customers service department and the resources must be made available to this department .

6- the company must have a social responsibility role to play in society and this role is very important for any company working in the field of service from a marketing view .

7- the company must adopt the Japanese quality circle system In order to enhance effective performance

8- non value added processes must be eliminated

9- The government of Sudan must encourage all the organizations to implement quality management systems

## ملخص البحث

الغرض الاساسى لهذا البحث هو دراسة اثر تطبيق نظام الايزو على اداء شركة شيكان للتأمين واعادة التأمين

:يهدف البحث لاختبار الفروض التالية

توجد علاقة ايجابية بين تطبيق نظام الايزو واداء الشركة -1

توجد علاقة ايجابية بين تطبيق نظام الايزو وحصص الشركة فى السوق -2

.توجد علاقة ايجابية بين تطبيق نظام الايزو وربحية الشركة -3

.نتائج الدراسة اشارات الى قبول كل الفروض المذكورة اعلاه

-:ومن توصيات هذه الدراسة

بذل المزيد من الجهد بواسطة الشركة لضمان استمرارية تطبيق نظام الايزو -1 وذلك عبر خلق بيئة عمل ملائمة

اجراء بحث ميدانى لمعرفة مؤشر رضا العملاء عن الخدمات التامينية التى -2 تقدمها الشركة

على الشركة التركيز على منهج التحسن المستمر للعمليات لضمان جودة -3 الخدمة

على الشركة الاهتمام بالعمليات الاساسية والتى لها علاقة مباشرة مع العملاء -4 مثل الاككتاب وتسوية التعويضات

.إعطاء المزيد من الاهتمام لادارة خدمات العملاء وتوفير الموارد اللازمة لها -5

- 6- أن يكون للشركة دور اجتماعي كبير في المجتمع وهذا مهم لأي شركة تعمل في حقل التأمين من ناحية منظور تسويقي
- 7- على الشركة الاخذ بنظام حلقات الجودة اليابانى وذلك لتأكيد جودة الاداء
- 8- حذف العمليات التى ليست لها اي قيمة مضافة
- 9- على حكومة السودان تشجيع كل المؤسسات للأخذ بأنظمة الجودة

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