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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 واعدادة التامين

:يهدف البحث لاختبار الفروض التالية

توجد علاقة ايجابية بين تطبيق نظام الايزو واداء الشركة -1

توجد علاقة ايجابية بين تطبيق نظام الايزو وحصصة 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 وذلك عبر -1

خلق بيئة عمل ملائمة

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

- 3- على الشركة التركيز على منهج التحسن المستمر للعمليات لضمان جودة الخدمة
- 4- على الشركة الاهتمام بالعمليات الاساسية والتي لها علاقة مباشرة مع العملاء مثل الاكتتاب وتسوية التعويضات
- 5- إعطاء المزيد من الاهتمام لإدارة خدمات العملاء وتوفير الموارد اللازمة لها
- 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 الياباني وذلك لتأكيد جودة الاداء
- 8- حذف العمليات التي ليست لها اي قيمة مضافة
- 9- على حكومة السودان تشجيع كل المؤسسات للأخذ بأنظمة الجودة

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