



Building Blocks to Customer Satisfaction

OBJECTIVES	<ol style="list-style-type: none">1. Understand the concept of the Customer Supplier Relationship.2. Understand different research tools and techniques, and their applicability in identifying customer needs and satisfaction.3. Basic understanding of the use of Quality Function Deployment as a tool for translating identified customer needs into product and service characteristics.
COURSE SUMMARY	<ul style="list-style-type: none">• Identifying customers• Kano quality model – 3 types of quality• Five customer needs groups• Data types and uses• Data collection techniques (research methods)• Designing questionnaires• Successful Focus Groups• Data Analysis techniques• Translating research into products and services utilizing Quality Function Deployment
KEY TOPICS	<ol style="list-style-type: none">1. Flowcharting2. Research techniques such as surveys and focus groups3. Analytical techniques such as quadrant analysis4. Quality Function Deployment
TARGET GROUP	Managers, Supervisors, and employees who have responsibility for product and/or process design. Improvement teams.
CLASS SIZE	10-30
RECOMMENDED DURATION	2 days
PREREQUISITE	None
INSTRUCTIONAL FORMAT	This workshop is a moderate to advanced workshop utilizing a mix of teaching techniques. Group discussions and group activities are utilized. In addition, a live focus group is conducted by the facilitator utilizing participants as respondents and observers. The results of the focus group are used by the class in their QFD team exercise.
COMPANION COURSES	How Do I Know What to Measure and Quality Function Deployment