



Quality Function Deployment

OBJECTIVES	<ol style="list-style-type: none"> 1. Provide a process for converting customer needs and demands into product or service characteristics. 2. Provide a format for competitive analysis and identification of key sales points.
COURSE SUMMARY	<ul style="list-style-type: none"> • Identifying and segmenting customers – targeting a market • Identification of specific customer needs and demands • Ranking demands • Identification of Key Product/Process Characteristics • Correlating demands and characteristics • Competitive analysis • Developing the design plan • Developing the sales plan
KEY TOPICS	<ol style="list-style-type: none"> 1. Research techniques 2. Five customer needs groups 3. Matrix analysis 4. Cross-functional planning and review
TARGET GROUP	Management and employees with responsibility for product/process design or improvement.
CLASS SIZE	10-20
RECOMMENDED DURATION	2 days
PREREQUISITE	Customer...An Often Strange or Unusual Individual or other customer focused equivalent.
INSTRUCTIONAL FORMAT	<p>Case study and group exercises. The participants will perform the following:</p> <ul style="list-style-type: none"> • Identify and segment their customers for a specific product/process. • Participate in Stevie’s Cars, a case study is that utilizes a real time in-class focus group to allow the participants develop customer demands, key characteristics, conduct a competitive analysis and develop new service characteristics to gain a competitive edge.
COMPANION COURSES	Benchmarking for Breakthrough, Building Blocks for Customer Satisfaction, and Rapid Process Improvement