

listen to customers' voice

Quality Function Deployment

The customers are continuously looking to improve the lifecycle costs of products & services.

Customer focus is no more an optional. The customers today are demanding that the supplier organisations' processes be aligned to their needs.

QFD is a methodical tool to ensure that the customer delight is addresses in every step of the way.

Contents

Introduction, expectations, warm-up

Quality – the typical approach

Quality – the QFD approach

Stage 1 – listening to customer voice

Stage 2 – Identifying design/ process features

Stage 3 – establish relationship

Stage 4 – key feature rating

House of quality

Q & A

Take Away

On attending this training workshop, the participants will be familiar with the concept of QFD and will find it easy to participate in a QFD exercise.



Objectives

Understand the concept of Quality Function Deployment

Learn why & how with a 360 degree view

Who should attend?

Middle level, Senior level

What is the duration?

1 day

Interaction language

English, Hindi/ English

Methodology

Multimedia Presentation

Lecture

Facilitated Discussion

Group exercise

Individual exercise

Study material

Q & A

Quiz