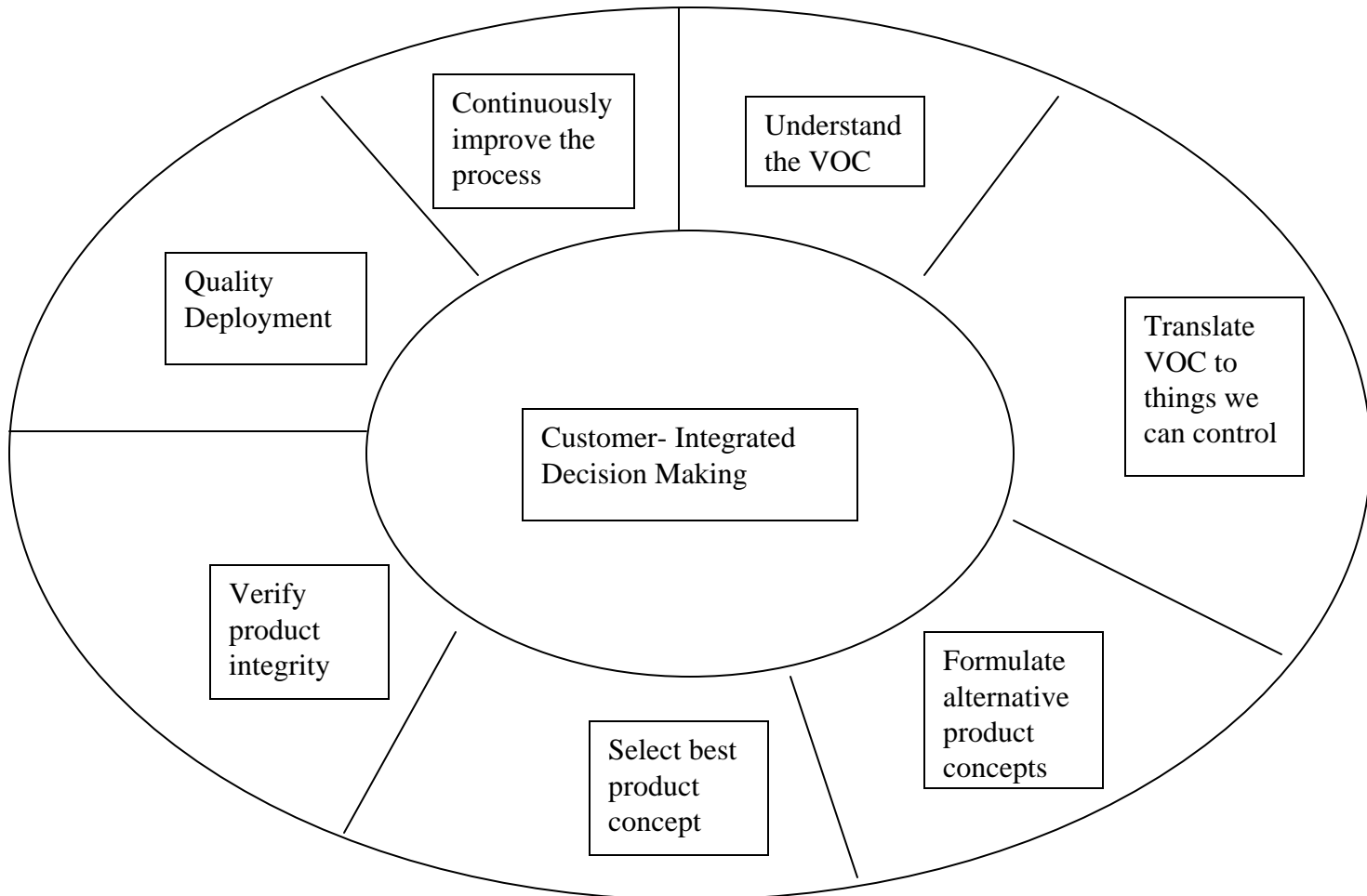


Understanding the Voice of your Customer



QFD Model



Why try to UNDERSTAND

- Quality Management System Requirement
- Success of your company
 - Meeting the requirements at the start
 - No changes in direction after project is started
 - Expected or Improved return on program.
- Do It Right From the Start and understand Why.

Focus

- Obstacles
- Simple Tools
- Simple Applications
- Closing Comments
- Questions

Customer Voice- Who

- Purchasing
- Engineering
- Assembly Plant
- Product
- Process
- Line worker
- You



The Requirements- What

- Boiler Plates
- General Statement of Work
- Drawings and Specifications
- Environment
- Your Assembly Process
- Customer Assembly Process
- End user

Hearing that Voice- How

- Brain Storming
- Focus Groups
- Comparative Questioning
- Systematic (Matrix) Coordination
- Verification
- PDCA Cycle
- Listening Skills

Obstacles

- Who is the Customer
- Things are OK
- We know more than the customer
- Language difference- Country
- Language difference- Technology
- Do not know how

Obstacles

- Who is the Customer
- Things are OK
- We know more that the customer
- More than the organization that writes the check.
- Communicate. The VOC is an ongoing process.
- Our job is to get the common understanding.

Obstacles

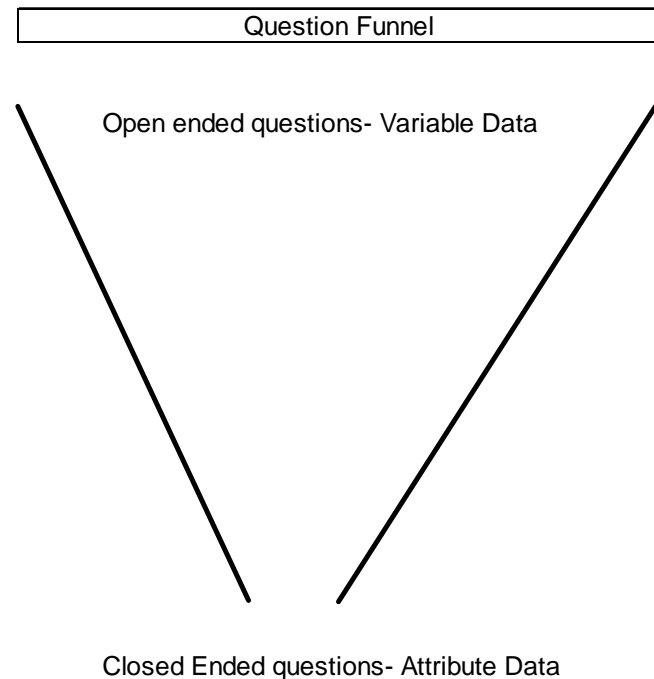
- Language Difference-Country
- Language Difference-Technology
- Do not know How
- Global market 24 hours a day.
- You may be making something they can not.
- Simple listening and documenting results

Simple listening

1. Listen with a pad and pen
2. Watch the eyes and lips
3. Ask the right types of questions.

Types of Questions.

- Live with 6 year olds
- Open ended question.
 - Information
 - May be too much
 - Gather information
- Closed end questions
 - Verify



The Plan

- QFD is about Customer Research
- Develop an Interview Guide
 - Rehearsal Guide
 - What information do we want to know
 - Develop the questions

The Plan

Practice, Practice, Practice

Effective probing comes with practice

- You need to feel comfortable so the customer is comfortable
- Refine questions, if necessary.



Understand the words

- Language of the Customer.
- Some USA Customers have English as a 2nd Language.
- Stamper may not understand painting terms
- Assembly Shop may not understand plastic terms.
- Global Customers have global terms



My favorite term

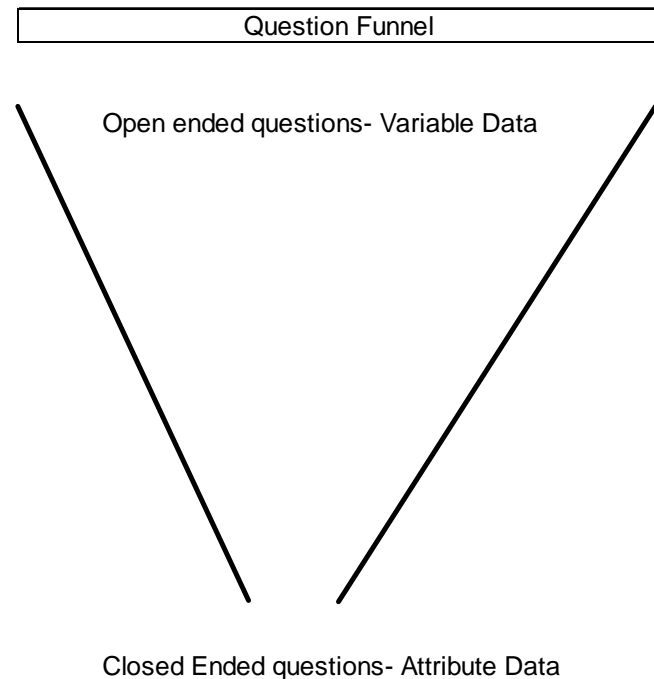
“I went to the club”

1. Going to play golf.
2. Going to exercise
3. Going drinking and dancing

?

Verify the answer.

- Use Open ended .
 - Information
 - May be too much
 - Write all down
- Use Closed end
 - Verify



Tools- What to do

- Organize your information
- Find the common requirements
- Matrix layout for comparison



Clarify to specific Customer Wants

Question #	Current VOC Wording	What kind of comment (Benefit, Solution, Measure, other)?	Ideas in Context	The Real Need
33	Writes like a dream	Benefit	smooth contact easy flow easy grip	Easy to hold when writing
34	Needs 4 lead types	Solution + target value	Multiple uses easy to switch	Easy to switch for multiple uses
35	"Good impression"	Feeling	Looks good, how friends feel when I loan it out.	"create good, expensive impression when loaned".

- Translates Customers words into recognizable parts so the team can distinguish between “wants” and other things the customer talked about.

Affinity Process

Organize large groups of information into meaningful categories.

- State issue in broad terms
- Organize response into related groups
- Evaluate each header, section individually
- Choose a word or phrase that captures intent and create a header card.

Affinity Chart

Sport Fishing		
tuna	swordfish	marlin

Aquatic Mammals	
Porpoises	Whales

Application- House of Quality

- Main purpose is to help us understand what we must do to satisfy the customer.
- Most common matrix translates the VOC to Quality Characteristic (measures).




Application- House of Quality

Identifies

- What's most important to customer
- What we must do to deliver value
- Impact of each Characteristic on each need
- Potential bottlenecks in delivering value
- Prioritization of value to Quality
Characteristic

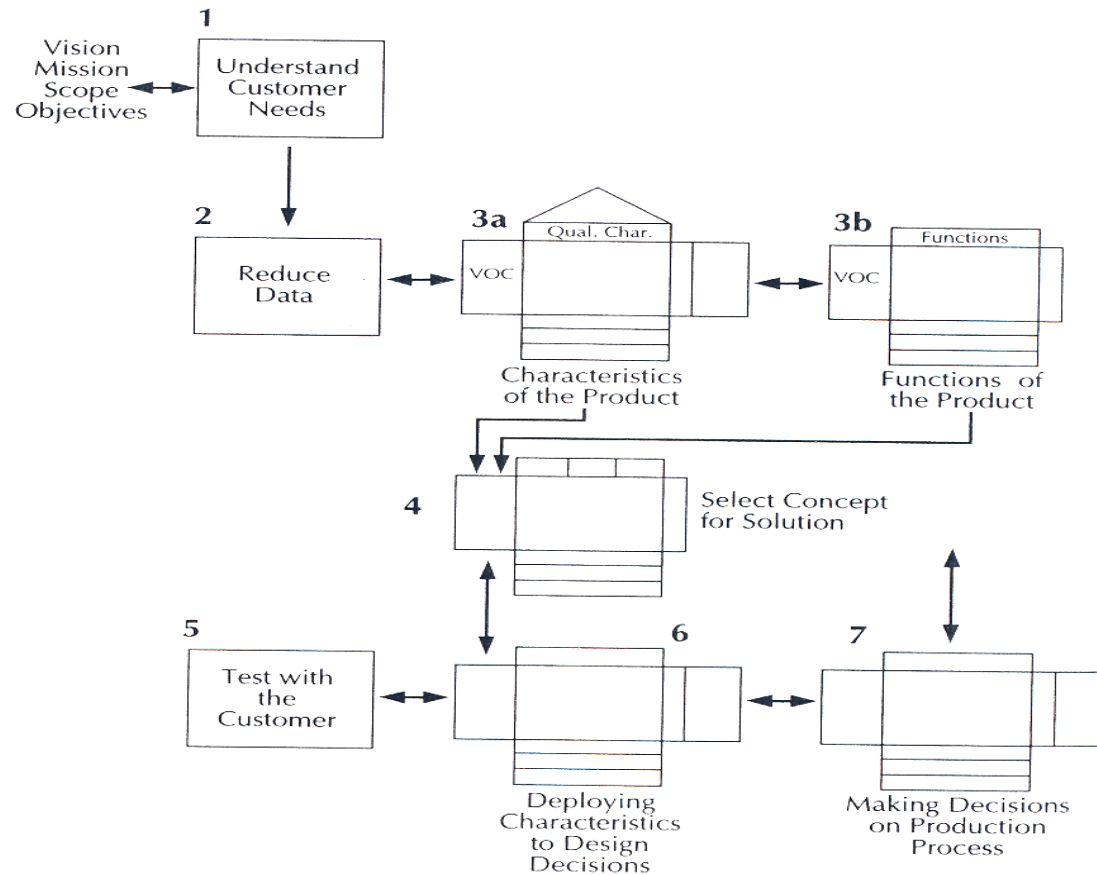
House of Quality Example

Direction of Improvement		Part Characteristics (How)					
		Importance (1-5)	Part Characteristic 1	Part Characteristic 2	Part Characteristic 3	Part Characteristic 4	Part Characteristic 5
Design Requirements (What)	Design Criteria 1	5	1				
	Design Criteria 2	5	9	3		1	
	Design Criteria 3	4		1			
	Design Criteria 4	4			9		1
	Design Criteria 5	4		1	3		3
		3					

 = 9 High
 = 3
 = 1 Low



Interaction Road Map



Closing Comments

- Quality Tools are not new.
 - SPC at the beginning of 20th century
 - Matrix evaluation during WW II
 - Six Sigma (Zero Defects) 1960's
- Repackaged because we do not use them



What Questions do you have

???



