



香港品質機能展開學會

Hong Kong Quality Function Deployment Association

Hong Kong Society for Quality

Seminar on “Voice of the Customer”

16th December 2011

Hong Kong Polytechnic University

A. Revision of the Basics of QFD

PPT 4 “Q” in “QFD” refers to quality, which is determined by customer expectations.

PPT 5 “F” in “QFD” refers to function. It is the “HOW” of the product or service for meeting customer expectations.

PPT 6 “D” in “QFD” refers to deployment. It is how the supplier manages the flow of development efforts so as to make certain that customer expectations drive the development of products and services.

PPT 7 Three basic steps of QFD:

1. Identify the important customer needs
2. Translate customer needs into quality elements
3. Deploy the important quality elements for achieving quality

PPT 8 Three main features of QFD are:

1. Make use of the basic principles of TQM

2. Provide a deployment system
3. Apply different kinds of tools & techniques

PPT 9 The two major types of deployment are: (1) extraction & (2) conversion.

PPT 12 Tools and techniques commonly used in QFD include tree diagram, affinity diagram, 2-way matrix and prioritization.

B. Voice of the Customer: Primary Source of Information for Product/Service Development

PPT 14 Don't assume you know customers' needs/requirements because you are just one of the members of the customer group.

PPT 15 Don't ask customers what the product/service should be because they are the user of the product.

PPT 17 Not all customers can tell their needs/requirements.

PPT 18 Voice of the customer (VOC): Primary source of information for understanding customers' needs/requirements.

PPT 19 We can collect VOC by means of: (1) observing, (2) asking, (3) listening, (4) smelling, and, (5) feeling.

PPT 21 Collection of VOC: (1) Forecast possible failure that may happen

PPT 22 Collection of VOC: (2) Work with representable customers

PPT 23 Collection of VOC: (3) Gemba - Go to the real place to see what to be needed

PPT 24 Collection of VOC: Propose scenes for the product/service to be used

C. Interpretation of VOC into Customers' Needs/Requirements

PPT 26 Use customers' language to describe customers' needs/requirements.

PPT 27 Positively and Completely Interpret VOC: (1) Change negative voice into positive voice

PPT 28 Positively and Completely Interpret VOC: (2) Convert opinions and suggestions into needs

PPT 29 Positively and Completely Interpret VOC: (3) Extract needs from the voice

PPT 31 Positively and Completely Interpret VOC: (4) Add in missing needs for completion

PPT 32 Positively and Completely Interpret VOC: (5) Identify both existing and potential needs

PPT 33 Positively and Completely Interpret VOC:

1. Interpretation could be stopped when most of the needs appear to repeat
2. Delete the overlapping ones
3. Organize customers' needs into groups

PPT 34 It is only necessary to focus on satisfying the few important needs.

D. Finding Ways to Meet Customers' Needs/Requirements

PPT 36 Method 1: Determine aspects to which customers' needs to be deployed

PPT 40 Method 2: Group ideas into aspects

PPT 41 It is only necessary to focus on the few effective strategies.

PPT 42 Innovation is to think how to meet customers' needs/requirements
in a more effective and economical way.

~END~