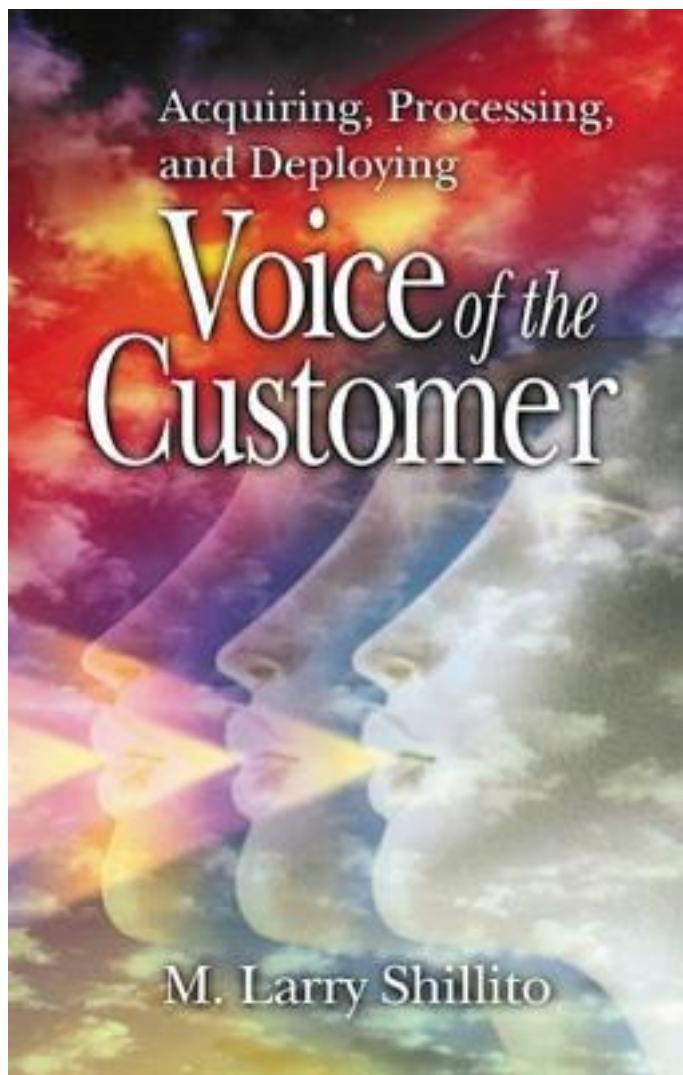


Voice of the Customer



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Discover All the Advantages of Using Design for Six Sigma to Develop and Build Customer Value-Based Products Voice of the Customer Capture and Analysis equips Six Sigma you with the skills needed to create and deploy surveys, capture real customers need with ethnographic methods, immediately analyze the results, and coordinate and drive responsive actions. Quality expert Kai Yang explains how to utilize the statistical methods of Design for Six Sigma to identify key customer needs and assess the cost of poor quality. He then shows how to design robust products to meet those needs, optimize product life cycles, and accurately validate their findings. Voice of the Customer Capture and Analysis features a wealth of information on Six Sigma and value creation...customer survey design, administration, and analysis...ethnographic research...process management and Lean Product Development...the deployment of customer value into products-DFSS...and value engineering. This product design tool enables you to: Minimize sources of response and measurement error Discern customer preferences Design VOC research to minimize mistranslation Respond to analytical implications of VOC data Optimize design to decrease sensitivity of CTQs to process parameters With the help of Voice of the Customer Capture and Analysis, you can now acquire the skills needed to truly understand a customer's wants and needs, in order to develop and build optimal products. Most Design for Six Sigma product development teams fall short of truly understanding their customers' want and needs until it is too late. Market research studies and reports simply do not provide sufficient guidance. Today's Six Sigma practitioners need a comprehensive approach to designing and building customer value-based products. Voice of the Customer Capture and Analysis now gives you the ability to create and deploy surveys, capture real voice of the customer in the field, immediately analyze the results, and coordinate and drive responsive actions. This powerful product-development tool demonstrates how to utilize the statistical methods of Design for Six Sigma to identify key customer needs ...assess the cost of poor quality. ...design robust products to meet those needs...optimize product life cycles...and accurately validate their findings. By using the expert methods, strategies, and guidelines presented in Voice of the Customer Capture and Analysis, you can: Harness VOC data to create value-based products Employ Design for Six Sigma to optimize value creation Become proactive in gathering VOC information Improve customer survey design, administration, and analysis Accurately process VOC data Deploy customer value into products-DFSS Perform effective quality function deployment (QFD) Get the most out of value engineering Capitalize on creative design methods Utilize process management and Lean Product Development Apply statistical techniques and Six Sigma metrics This wide-ranging resource will give you the ability to minimize sources of response and measurement error ...clearly discern customer preferences...design VOC research to minimize the perils of mistranslation...respond to analytical implications of VOC data ...and optimize design to decrease sensitivity of CTQs to process parameters. Comprehensive and authoritative, Voice of the Customer Capture and Analysis provides you with all the tools you need to fully understand customer needs and wants_and then develop and build outstanding products that meet, or exceed, customer expectations.

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