Quality Function Deployment (QFD) is a methodology for the development of features, attributes, or functions that give a product or service high quality. It is helpful in delivering quality products or services based on the Voice of the Customer (VOC).

QFD is particularly useful in analyzing the data that have been collected and in facilitating the conversion of customer needs into product features, process characteristics and plans.

In this Programme, one will learn, amongst other things:
- Brief History & Principles of QFD
- Understanding spoken and unspoken requirements of the VOC
- How to translate key customer needs into product specifications
- How to communicate these customer needs to each functional group

Duration = 1 Day

COURSE CURRICULUM / BENEFITS

MODULAR TOPICS
- History of QFD
- What is QFD
- QFD as a strategic tool
- Core model of QFD
- Capturing Voice of Customers VOC
- Drill Down Tree for QFD
- Pugh Matrix
- Affinity Diagrams
- Kano Models for QFD
- QFD Technical Evaluation
- QFD Correlation
- QFD Matrix
- QFD Pitfalls
- QFD Examples

QFD Benefits Include:
- Enhances internal and external communications
- Improves quality
- Increases customer satisfaction
- Reduces product development time by 30-50%
- Reduces the number of design changes by 30-50%
- Reduces warranty claims by 20-50%
- Improves design for production
- Allows for lower pricing because of lower development costs
- Removes bottlenecks in product development and implementation
- Identifies key areas in product development where time and effort can be focused on creating competitive advantages

For further details, or clarification, kindly contact Aaron SF and send your e-mail to aaron@malaysia-training.com