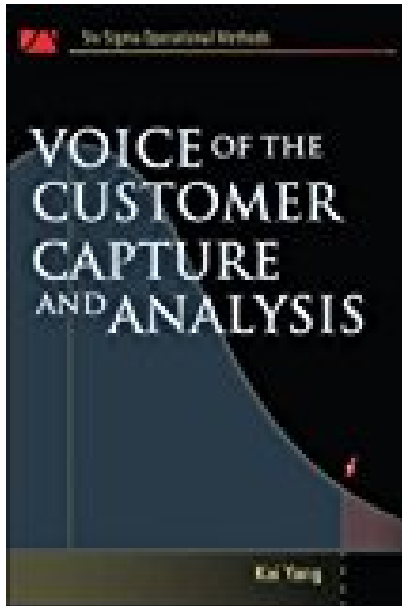


Voice of the Customer Capture and Analysis Six SIGMA Operational Methods



BOOK DETAILS

- Author : Kai Yang
- Pages : 416 Pages
- Publisher : McGraw-Hill Education
- Language : English
- ISBN : 0071465448

[↓ DOWNLOAD](#)

BOOK SYNOPSIS

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 customers 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.

VOICE OF THE CUSTOMER CAPTURE AND ANALYSIS SIX SIGMA

OPERATIONAL METHODS - Are you looking for Ebook Voice Of The Customer Capture And Analysis Six SIGMA Operational Methods ? You will be glad to know that right now Voice Of The Customer Capture And Analysis Six SIGMA Operational Methods is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product.

Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Voice Of The Customer Capture And Analysis Six SIGMA Operational Methods may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Voice Of The Customer Capture And Analysis Six SIGMA Operational Methods and many other ebooks.

We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Voice Of The Customer Capture And Analysis Six SIGMA Operational Methods . To get started finding Voice Of The Customer Capture And Analysis Six SIGMA Operational Methods , you are right to find our website which has a comprehensive collection of manuals listed.