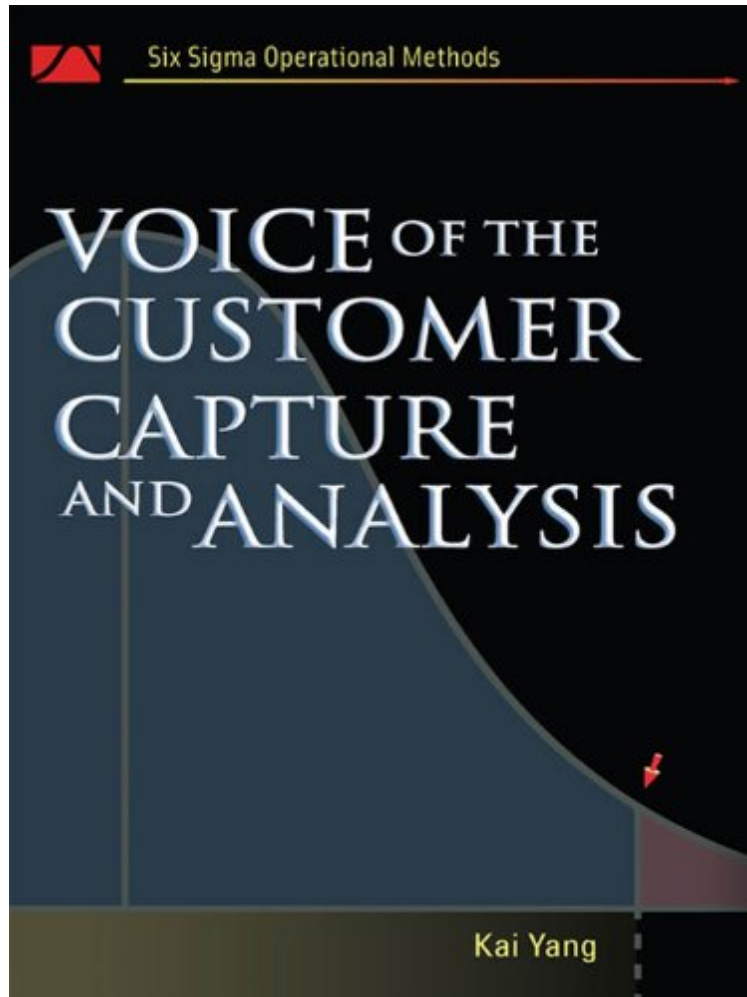


Voice of the Customer: Capture and Analysis (Six SIGMA Operational Methods)

Kai Yang

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Kai Yang : Voice of the Customer: Capture and Analysis (Six SIGMA Operational Methods) before purchasing it in order to gage whether or not it would be worth my time, and all praised Voice of the Customer: Capture and Analysis (Six SIGMA Operational Methods):

0 of 0 people found the following review helpful. Must read for everyone in software developmentBy CodeViewThis is a must have for any business analyst working in software development. It's a great supplement to the BABOK and describes the use if modern elicitation techniques to understand the Voice of the Customer. If your shop is receiving requirements directly from your customer or business stakeholder, and you don't understand why you are not getting good customer satisfaction, this text is for you.0 of 0 people found the following review helpful. Not about VOC methodsBy Itry2HideThis book shoud be titled "Product development methods". Out of the 11 chapters, only 4 are directly realted to VOC techniques. The rest of the book is about topics unrelated to VOC methods like TRIZ, QFD,

Six Sigma statistics, and product development. I was highly disappointed, and plan on contacting the author for an explanation. 0 of 0 people found the following review helpful. Five Stars By GabiStyleReal deal! Came in sealed in the original packaging in brand spanking new conditions!!!

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 customer needs 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' wants 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.