



CONTINUING EDUCATION

Quality Function Deployment (QFD)

CEQAL 547

Learn how to effectively use QFD to collect, analyze and incorporate the voice of the customer into the design, development and manufacture of products.

Who Should Attend: Individuals involved with determining and addressing the voice of the customer, including senior management, marketing, design and development engineering, quality, manufacturing, sales or service.

Prerequisite: None

CEU's Credits: 1.6

Duration: 16 Hours – 2-day course

Course Content:

- The QFD Competitive Advantage**
 - Overview of QFD
 - QFD's Role in a Company-wide Quality Control Program
 - Using QFD as a Strategic Product Planning Tool
 - QFD for Organizational Change
 - Demonstrated Quality, Cost and Timing Benefits of QFD
- Organizing for Successful QFD**
 - The Dynamic QFD Team
 - Vertical and Horizontal Linkages
 - QFD Facilitation
 - Defining the QFD Study
- Listening to the Voice of the Customer**
 - Kano Model of Customer Satisfaction
 - Voice of the Customer Data Collection
 - Developing a Prioritized Hierarchy of Customer Requirements
- Product Planning Using QFD**
 - Subjective Benchmarking
 - Defining Quality Characteristics

- Assessment of Relationships and Prioritizing Quality Characteristics
- Objective Benchmarking
- Establishing Target Specifications

Applying the Downstream Phases of QFD

- Part Deployment
- Process Planning
- Production Planning

Key Factors for Successful QFD

- Key Process Metrics and Milestones
- Lessons Learned

Each participant will receive a comprehensive manual and a certificate of completion at the close of the seminar.