



### Conducts

### One-Day Workshop On

# Quality Function Deployment - Capturing Voice of Customer

#### INTRODUCTION:

There are five key points to QFD which enable it to understand and develop products to suit consumers and be practical to produce at the same time as providing a competitive advantage.

- Understanding Customer Requirements
- Quality Systems Thinking + Psychology + Knowledge/Epistemology
- Maximizing Positive Quality That Adds Value
- Comprehensive Quality System for Customer Satisfaction
- Strategy to Stay Ahead of The Game

#### PROGRAM OBJECTIVES:

The main objectives of this program are

- ☞ Understand the Quality Function Deployment.
  - Develop set of Customer Needs (WHAT's)
- ☞ Plan the improvement Strategy.
- ☞ Select the Technical Requirements (HOW's)
- ☞ Evaluate relationship between needs and requirements.
- ☞ Select design targets (Values) of Requirements.

#### TARGET GROUP:

- ☞ Supervisors/ Engineers/ Managers/ Executives working in R&D, Manufacturing, Quality, Process Developers

#### METHODOLOGY:

- ☞ Lectures, Discussions and PPT Presentation and case examples

#### COURSE CONTENTS:

- QFD Overview
- Introduction to QFD
- What is QFD?
- Benefits of QFD
- QFD Methodology
- The Four Phases of QFD
- Managing the QFD Process related to VOC (Voice of Customer).
- Customer-focused approach to design.
- Voice of the Customer -- Input for QFD
- Quality Function Deployment Process.
- Methods associated with QFD.
- QFD and related product documentation.
- House of Quality.
- Building a House of Quality.
- Current trends in QFD.
- Case study presentation.

#### KEY BENEFITS :

Comprehensive understanding OF QFD Process

#### Facilitator : Mr. Videsh Desingh .M.E. (Ph.D.) (ANNA UNIVERSITY –CHENNAI).

- Qualified NABL Assessor and assisting few Laboratories in their Certification efforts and assistance to units in maintaining of QSS as per ISO requirements.

#### AREA OF EXPERTISE:

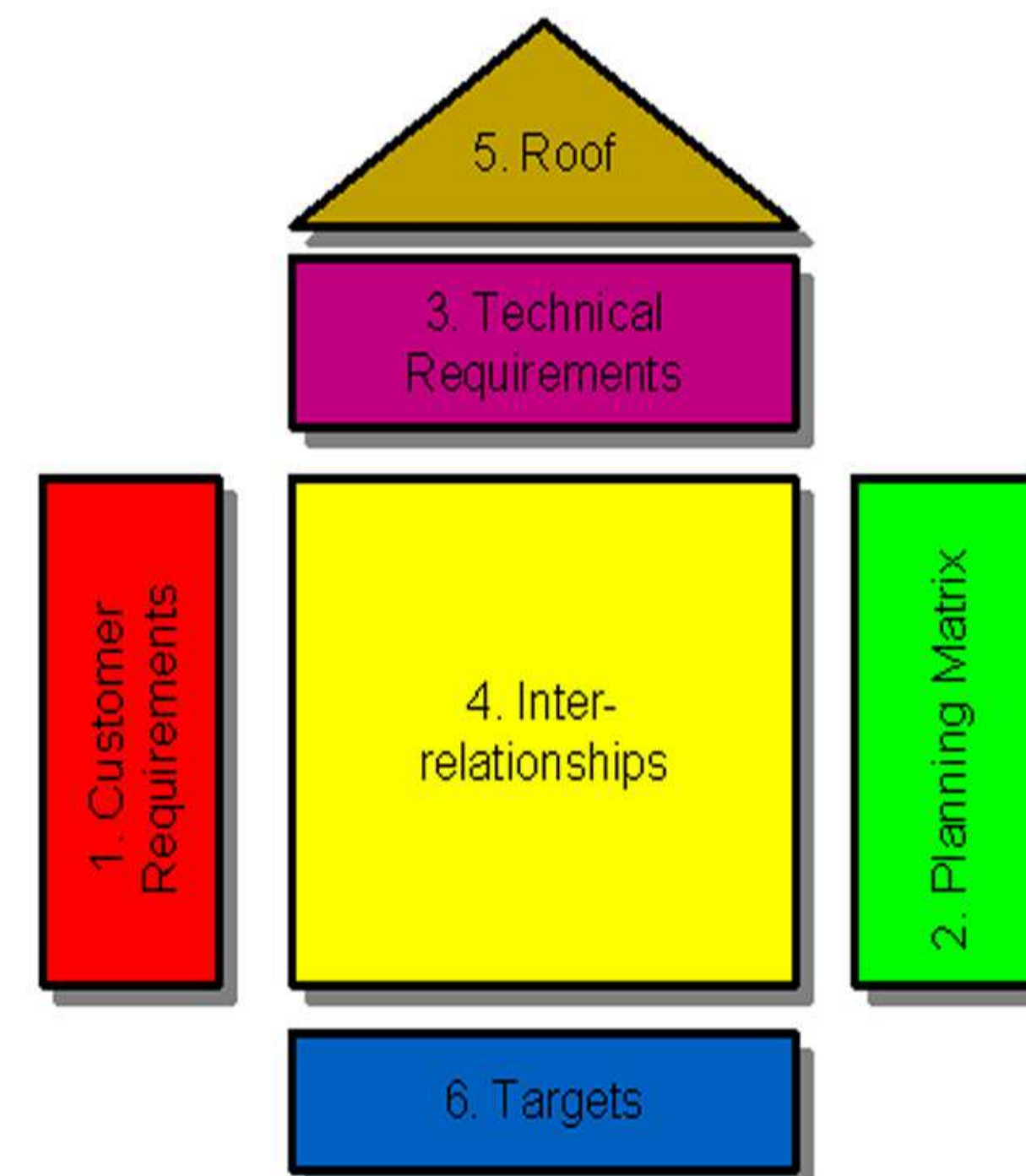
- ☞ Design and development.
- ☞ Engineering Metrology and calibration.
- ☞ Automotive business development.
- ☞ Supply chain management.
- ☞ Industrial optimization.
- ☞ Forecasting and Prediction.

#### ON GOING RESEARCH PROJECTS:

- ☞ New product design and development
- ☞ Internet of Things for modern industries.
- ☞ Industry 4.0 adoption and future trends

#### CERTIFICATION AND MEMBERSHIP:

- ☞ Active participated member in SAE- India.
- ☞ Certified KAIZEN team coordinator.
- ☞ International Registered Quality Auditor ( ISO 14001:2015 ) for ENVIRONMENTAL MANAGEMENT SYSTEM.
- ☞ Active participated member in Renewable and energy engineering.
- ☞ Excellence Business consultant in MIDDLE EAST FREE ZONE (Sohar Free Zone).



#### TRAINING PROGRAMME FEE :

Rs. 3500/-per participant + 18% GST.

GSTIN : 33AFKPG7543M1Z5 SAC CODE : 999293 (Commercial Training and Coaching Services)

It Covers course Material, grand buffet Non veg. Lunch & refreshment

Cheque / DD drawn in favour of "Maxwell Centre for Industrial Training and Development".

#### Date and Time:

22nd May 2019  
Wednesday  
9:00 am – 5 pm



#### Venue:

JP Hotel Chennai  
Jawaharlal Nehru Rd, Koyambedu  
Chennai-600 107.

#### For registration contact:

U. Mahalakshmi, Training Coordinator

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