May 25, 2017

Title of Presentation:

Capturing & Translating Voice of the Customer for Superior Design and Customer Experience *by Robert Mitchell*

Abstract:

The new definition of Quality is "Brilliant Customer Experience". The new role of Quality is innovation.

This presentation discusses the pros and cons of various commonly used methods to collect VOC, and demonstrates how such tools as QFD, the Kano Model, and the CAGE Model can be used synergistically - reinforced with Social Media - to translate VOC into products and services of superior design that consistently deliver superior customer experiences. (Baldrige Criteria, Cat 3). Several real-life examples will be shared to illustrate the process approach to product development and commercialization.

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