

Using Quality Function Deployment for Designing Service Quality - A Case Study of Taiwan Glasses Industry

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ABSTRACT

As the population grows bigger and bigger, and the age group has been steady declining, it creates vast business opportunities for Eye Care Clinics all over Taiwan. However, no progress has been made for the "Optometrist bill???" from the Parliament?? which is causing more and rapidly increased competitions in the industry. To stand out among the other Clinics, there are numerous tasks that they have to maintain which includes not only enthusiastically getting newer customers, but also routinely providing quality customer service for the existing customers to satisfy their needs. To get a better understanding on the needs of the consumers and translate their needs into the technical lingo used by the optical industry, Quality Function Deployment (QFD) has been introduced to help achieve this goal. After collecting the survey submitted by the customers and calculated by the software, SPSS, they're divided into 6 major categories: "Appearance and Reputation", "Reliability", "Staff Interaction", "Problem Solving", "Store Policy", and "Pricing" as well as 30 other customer needs elements. Furthermore, according to the articles provided by the clinics and the interviews of other professionals in the industry, the customer service is further divided into 4 major technical aspects: "Marketing Control??", "Marketing Competency", "Servicing Competency", "Technological Capabilities" along with 21 quality assurance elements. Finally, 5 important quality improvement areas are listed. This research results in setting the optical industry a standard in providing customer service and assuring the quality that they provide

Keywords : optical industry ; customer service ; quality function deployment

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