

Invitation from Denver ASQ January 14, 2025 Virtual Webinar

DATE:

Tuesday,
January 14, 2025

Voice of the Customer, QFD, and FMEA: an Integrated Approach

This is a virtual/online (WebEx) webinar. Log-in information will be provided on the registration confirmation email.

Time: 5:00 pm to 6:00 pm PST

Cost: There is no charge for ASQ members/non-members, but [registration](#) is required.

Attendance at this meeting earns RUs toward ASQ recertification.

For more information about the Denver ASQ section, click [here](#).

For more about our Columbia Basin ASQ section and other upcoming events, visit our [myASQ Community](#) or www.asq614.org/.



Rai Chowdhary
CEO – The KPI System
SSBB, CSQP, CQA, CQE, CMQ/OE

This session will present a case study from a product where Voice of the Customer (VoC), Quality Function Deployment (QFD), and Failure Mode and Effects Analysis (FMEA) were applied in an integrated manner.

Why take this approach? In many cases quality professionals learn one tool at a time and miss seeing the forest from the trees. While some learning takes place, it doesn't always lend itself to a proper application of the knowledge to situations and scenarios where it can be of real benefit.

How does discussing case study help? The case study approach moves away from the pedagogical approach where knowledge is just delivered. This method enables participants to focus on real world products/processes and events/things they can relate to. Thus, it promotes a deeper understanding of the concepts and clears the way for easier application of the same.

Why were these three tools selected? Each of these tools is indispensable when it comes to innovation and new product development. VoC – exists at two levels – the spoken and the unspoken. QFD has been used by many, however when linked to the unspoken VoC (which is real and exists) its leverage is supercharged. The same applies to FMEA; its efficiency increases multifold when the VoC is properly integrated with it.

About the speaker: Rai Chowdhary brings over 40 years of experience from diverse roles across multiple industries. He has been an entrepreneur and has held executive positions in several firms. He has created many products that have benefited tens of millions worldwide.

Rai's credentials, certification, and training, in addition to his many ASQ certifications, include Mechanical, Production, and a Masters in Materials Science. He is a Lead Auditor for Medical Devices, ISO 9001, and 27001. He is passionate about helping quality professionals become financially independent.