

Module 3 Session 16

Correct answers are shown in bold.

Six Sigma Orientation

1) Knowing how to identify customers for a Six Sigma project can benefit a Six Sigma team in several ways.

From the list below, recognize the benefits of knowing how to identify customers for a six sigma project.

The team can make assumptions about what those customers want

The team can learn about customers' actual needs and desires

The team can use those customers' requirements to develop an improvement strategy

The team can determine which customers' requirements should receive top priority

The team can develop an improvement strategy that meets all of those customers' requirements

2) When is the following Statement true, or false?

“When collecting customer data for improvement projects, Six Sigma teams should typically focus data collection efforts on the customer group that is the biggest user of the product or service.”

Choose the best answer below.

True

False

3) Identifying specific customer segments helps six sigma teams determine the requirements of different types of customers.

Which phrase is the more specific example of a customer segment?

Choose the best answer.

Caucasian, urban, working-class men

Single, middle-class, Mexican-American women living in the southwest

4) A necessary component of a voc strategy is the use of a range of methods to collect customer data.

Choose the most satisfactory explanation of why a six sigma team should use a range of customer data collection methods.

Choose the best answer.

Using the range of data collection methods helps ensure that the largest possible amount of customer data is collected for a VOC Strategy.

Using a range of data collection methods prevents data from one or two methods from painting an inaccurate picture of the customer and his requirements.

5) a well-defined customer requirement helps a six sigma team to clearly understand what the customer wants.

Which phrase is the best example of a well-defined customer requirement?

Choose the best answer.

An “on –schedule plane departure” is a plane that leaves at its scheduled time.

A “12-inch ruler” is a ruler that is between 11.998 and 12.005 inches long.

6) A six sigma team at a department store chain is devising a voc strategy to help the chain improve its market share. As part of its VOC strategy, the team collects data on both its satisfied and unsatisfied customers, as well as on potential customers using surveys, customer complaints, comment cards, and product return data. To better identify these customers and learn about their requirements, the team segments them according to the revenues that different groups generate, and by their age and gender.

Has the team implemented an effective VOC strategy? Choose the best answer.

Yes: all four elements of an effective VOC strategy were included.

No: The team forgot to identify well-defined customer requirements.

Yes: the team identified customer segments after collecting data on a range of customers using a range of methods.