

A new service development integrated model

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Abstract

Several scholars have proposed a new service development (NSD) process but the failure rate of NSD is high, due to the lack of an efficient development process and customer orientation and input. Quality function deployment (QFD) is one of the structured methodologies that is used to translate customer needs into specific quality development, but the effect should be improved, especially when used in service industries applications. This research integrated Kano's model with QFD to categorize the attitude, and proposed a revised improved ratio to strengthen the rise in customer satisfaction, then through the revised gap model the gaps are evaluated to provide an indicator to the manager about the importance, priority and direction of the service development. Two illustrative cases are applied to this research, which proves the obvious contribution of this integrated model.

Keyword : new service development; quality function deployment; Kano's model