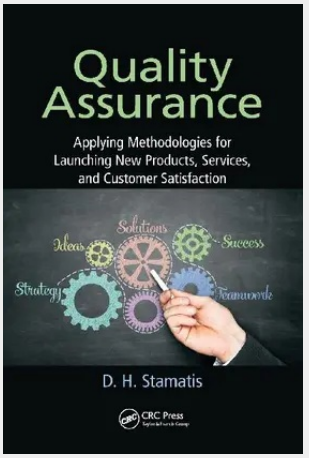
Stamatis

Quality Assurance

Applying Methodologies for Launching New Products, Services, and Customer Satisfaction



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Although regularly introducing new products or services is the lifeblood of most industries, bringing them to market can be fraught with peril. Timing, cost, and quality all play important roles in a successful product launch and avoiding expensive — often in more than just dollars — recalls and redesigns. Quality Assurance: Applying Methodologies for Launching New Products, Services, and Customer Satisfaction details continual improvement (CI), a proven process for avoiding common problems and creating customer satisfaction. The book explores the three fundamental approaches required to create a truly CI culture in any organization: a) consistent philosophy of improvement by management, b) receptive organizational culture, and c) the entire culture of the organization must be willing to make decisions based on measurement and data. It outlines the seven principles: research/plan, assure, explain, prioritize, demonstrate, confirm, and show. However, as with CI itself, this attitude must be incorporated into the processes of any organization and create products or services for the market place that will delight customers rather than just satisfying them. Time and cost constraints are the biggest culprits here, not any one person's lack of due diligence. When this happens, organizations must look at the bigger picture internally and identify it as a system problem. Based on the author's 35 years of experience, this book covers the essential items for doing the right thing the first time especially during launching a good product and/or service to the customer. It identifies key indicators and methodologies that will help you attain excellent performance, delivery, and cost with both the customer and supplier. In other words, by following these methodologies and indicators, the job will get done right the first time.

In many industries, launching of new products/services is a way of life. The idea of bringing new products and services into the market however presents many problems for timing, cost and quality. For example: in the automotive industry the recalls for millions of vehicles in the last several months have been very expensive and have had a negati

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