

“Application of KANO's Model in Service Sector”

The Kano Model is one of the Six Sigma tools that help in prioritizing the features of a product or service with respect to the customer's specifications/ satisfaction. The Voice of the Customers (VoC) is recorded with the help of a worksheet/framework that further helps the design team to translate the features/ customer need/ requirement into various categories that satisfy or bring customers delight. This technique is often used by researchers, product managers, business managers, etc. for new product development or for an existing product/ service. It is an interesting tool to capture and identify the priorities of the customers.

TAKEAWAYS:

- Understanding VoC
- Application of KANO's Model in various sectors
- Benefits of applying KANO's model in service sector

SPEAKER PROFILE:

Dr. Ratri Parida is working as Associate Professor at International School of Business and Media (ISBM), Pune and is also a Visiting Research Fellow at Guildhall School of Management, London Metropolitan University. She was one of the founding faculties at Indian Institute of Management (IIM) Sambalpur and associated with premier institutes like National Institute of Construction Management and Research (NICMAR), Pune and VIT Vellore. She completed her PhD from the Dept. of Industrial and Systems Engineering, IIT, Kharagpur. In addition to her publication in many reputed national & international journals, she also acts as ad-hoc reviewer in many international journals and conferences. Her research interest focuses specifically on operations management, Industry 4.0, supply chain sustainability, and healthcare supply chain. She has more than 10 years of experience in research and teaching.

