The House of Quality Services

Back in the 80's there was a theory of quality called the house of quality (google it if you wish). Or more here <http://www.public.iastate.edu/~vardeman/IE361/f01mini/johnson.pdf>

In this example, they have taken the theory of ServQual, the five ways to improve quality on the left, and matched it against the service touch points (at the top) for a car delaership.

So for instance, the dimensions for improving quality include things like reliability, and empathy. And now take that again the touch points such as how you were greeted at the service department, was everything explained well, was the car done on time, were you offered alternative transportation for the time we had your car, etc.

<http://classes.bus.oregonstate.edu/ba302/reitsma/images/qfd.png>

The house of quality