

Attractive Quality Theory as a Tool from Customer Satisfaction to Customer Delight

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First, let's see the historical change of quality as competitive advantage from conformance to basic requirements, to customer satisfaction with expressed requirements and then finally to customer delight with unexpected quality based on customer's latent requirements.

Second, let's discuss the theory of attractive quality on the two dimensions such as objective and subjective evaluation aspects and classify a quality element into the four categories such as one dimensional, must-be, attractive and indifferent qualities.

Third, let's derive the theory of life cycle of quality that a quality element is changed from first being evaluated as indifferent, second as attractive, third as one-dimensional and finally as must-be quality. In this way, a product with attractive quality may delight customers at the introductory stage but may get changed by the lapse of time into a product with must-be quality. In this situation, we need to consider a way how to find the latent requirements from a mature product and develop a new product with an attractive quality which delights customers. This is called attractive quality creation

Fourth, let's demonstrate a few examples of attractive quality creation. In the digital age, this method will be applied as a tool for creating attractive software in addition to attractive products and services.

About the Speaker:

KANO, NORIAKI, Honorary Member of IAQ and ASQ (which are very unique recognitions) is one of the world's leading experts in the field of quality management. He is the developer of a customer satisfaction model known as the Kano model, which has a simple ranking scheme that distinguishes between essential and differentiating attributes related to concepts of customer quality. He is a professor emeritus at the Tokyo University of Science. Dr. Kano completed his undergraduate and graduate studies in the engineering school of the University of Tokyo. He was the 1997 recipient of the Deming Prize for Individuals, administered by the Union of Japanese Scientists and Engineers (JUSE). In 1997 he also received the Deming Lecturer Award from the American Statistical Association. Kano is nominated Honorary Member of ASQ and he was the recipient of three ASQ Medals of Distinction—the E. Jack Lancaster Medal in 2002, the E. L. Grant Medal in 2007, and the Distinguished Service Medal in 2014. In addition, he was the 2016 recipient of Georges Borel Award for international achievements by the European Organization for Quality (EOQ).