

# CUSTOMER CENTRIC PRODUCT DEVELOPMENT BY LINKING AHP AND QFD

**Jitendra Sharma**

IMT, NAGPUR

India

**Abstract:** In this borderless and seamless world of products and services - firms have to be one-step ahead than the customers' needs and expectations. Fulfilling customers' needs and expectations requires that these expectations be carefully understood and imbibed. In this research work, authors have attempted to link AHP (Analytical Hierarchical Process) and Quality Function Deployment (QFD) for completely capturing customer opinion on needs and requirements of a product. The paper discusses the gathering of customers' voice and their development into structured, evaluated and quantified customer requirements through the use of AHP and QFD. The paper also attempts to discuss the steps involved in illustrative manner.

**Key Words:** *customer needs and requirements; importance ratings; satisfaction ratings; QFD.*