Enterprise Management HOQ

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By David 2005-9-20				Increase communication with customers	nent	Reduce support response cycle time	Strengthen after-sales service	Reduce product development cycle time	Shorten the development cycle of new products	Increases internet advertising	és	
+	Name	+1		cation	Reduce product fulfillment cycle time	oonse	les s	velop	neu	adve	Improve staff incentives	
_	Name	-1	ght	communic customers	product fucycle time	ort resp time	er-sa	product de cycle time	the developmen of new products	rnet	aff inc	
	Strong	9	wei	comr	proc	ppor	n aft	rodu	e dev	inte	'e sta	
\Diamond	Medium	3	tance	ase	duce	se sn	gthe	d eor	en th of r	ase	prον	ne
0	Weak	1	Importance weight	Incre	Re	Reduc	Strer	Redu	Short	Incre	드	Baseline
Reduce requirements analysis cycle time			1		\Diamond					0		3 days
Increase design investment			3					0				5 days
Reduce product development cycle time			4	\Diamond					\Diamond		0	15 days
Reduce fulfillment cycle time			3			\Diamond				0		5 days
Increase customer satisfaction			5	0				\Diamond				>95%
Increase customer loyalty			4								\Diamond	>50%
Reduce chargeback rate			2			\Diamond						<5%
Increase market share			4	0					0	•		>15%
Increase profit			5	0			O			0		20 million
Increase employee satisfaction			3									>80%
Target				daily meeting	5 days	in 24 hours	tel support	15 days	25 days	3 min	increase 25% awards	
Weight				9	8	6	5	4	8	10	4	
Relative Importance												