

Title :

Priorities Identify The Needs And Expectations Of Customers Through QFD And AHP Province Electricity Department

Abstract :

The research, cross-functional nature and the duration sectional survey in order to identify and prioritize the factors affecting customer needs and expectations province electricity department was using analytic hierarchy process. The population of the study, 40 experts and PR professionals and number of subscribers are subscribers electric Isfahan province. Measuring research, questionnaires and interviews. In this study, literature study factors affecting electric needs and expectations of customers and help of experts and sub-criteria most important criteria influencing customer needs and expectations of Esfahan province electricity department and the use of questionnaires and analyze the results, their weights are the criteria and sub-criteria were calculated. Among the main factors in the speed of service delivery in the first and fifth priority was off rates among sub-agents waiting time for Splits At Priority First And Relationship From Via in BC Years of the At Priority End The Was.

Keywords :

Quality Function Deployment, hierarchical analysis, identify requirements, selection criteria, Electricity