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感知质量概述

Concept of Perceptual Quality

Perceptual Quality Management Principle Frame

姚氏汽车质量管理“球体斜坡”理论 Yao's Automotive Quality Management "Ball-Slope" Philosophy



“Keep the customer at the center of everything!”

以客户为中心

(Quality Guiding Principles – all GM Regions Strategy Board 2008)

- ❖ Design Perceptual Quality
设计感知
- ❖ Static Perceptual Quality
静态感知
- ❖ Driving Performance
操控性能
- ❖ Comfort/Convenience
舒服/便利
- ❖ Versatility
多功能
- ❖ Safety Perception
安全
- ❖ Cost of Ownership
拥有成本



The customer's (emotional) experience of vehicle attributes, appropriate to the needs and desires of the market segment

客户（感知上）对车辆品质的体验，其是与特定细分市场的客户需求和愿望相适应的。

- **Delight in features / details / fit & finish**

在特征细节/缝隙配合上有亮点

- **Thoughtfulness in design**

在设计上考虑周全

- **Exemplifies respect for the customer**

顾客至上

- **“This was made for me!”**

“度身定做”

Scope 范围:

"Perceptual Quality" are all product traits noticed by the customers with all their senses (see, hear, feel, smell).

“感知质量”指的是客户能感知（看，听，摸，闻）到产品特性

High "Perceptual Quality" is the result of superior execution in styling, engineering and assembly with excellent materials. It culminates in a pleasing appearance and favorable first impression.

好的“感知质量”是造型设计与工程完美结合，并配以优质材料的产物。它臻于给客户以愉悦喜好的第一印象。

Benefits 优势:

A product with a high "Perceptual Quality" will convince the customer that it offers value for money.

高品质的“感知质量”使得客户有物有所值的满足。

Bottom line 底线:

"It's about maximizing customer delight not minimizing customer complaints"

“PQ是给客户最大程度的愉悦，而非将客户的抱怨最小化”

Perceptual Quality Definition

- Perceptual Quality is about **THINGS GONE RIGHT**
感知质量是关注 做的正确的事情
- Traditional quality metrics focus on things gone wrong
而传统的质量系统关注 出问题的事情，如
 - works doesn't work 功能不工作了
 - Malfunctions 故障产生了
- It's about the quality of the effort not the quantity
PQ关注的是努力的质量而不是数量
- Perceptual Quality is a *subset* of the Product Profile
PQ是整个产品特性中的一部分
 - Design, Static Perceptual Quality, Dynamic, Versatility, Safety Perception and Cost of Ownership
设计，静态感知质量，动态感，多功能，安全感及使用成本。

其涉及以下这些问题

It addresses these questions and comments:

The Mazda is a
nicer vehicle

Mazada 是辆更
好的车

This is a nice
feature.

这个功能不错

I can't store
anything in
this car!

这车我啥也放
不进去

The interior is cheap
and plasticky...

内饰看起来很便宜，全
是塑料

I LOVE MY
CAR!

我爱我车

My car seemed to
be much better
built when
compared to the
Cobalt.

和那蓝的相比我的
车好多了

I bought this one
because it has
things that the
other didn't.

这车有其他车所没
的，所以我买了它

They thought thru
my needs when
they designed
this

这车设计时考虑到
我的需求了

I feel at home in
my car!

在车里就像在家一
样

It's an extension of me!

这车是我的一部分

Why did you buy your first Mag Flashlight?

你为啥会倾向于买第一个手电?

You just liked the way it looked!

那是因为它看上去不错!



***It looked like precision
& it felt nice
“Gotta Have One!”***

“That’s Perceptual Quality” 这就是PQ

Build Quality 制造质量
Math Quality 设计质量

Hard
理性

Soft
感性

Perceptual Quality 感知质量
Emotional Quality 情感质量

Objective 客观的
Rational 合理的
Metrics 确定的
Absolute 绝对的

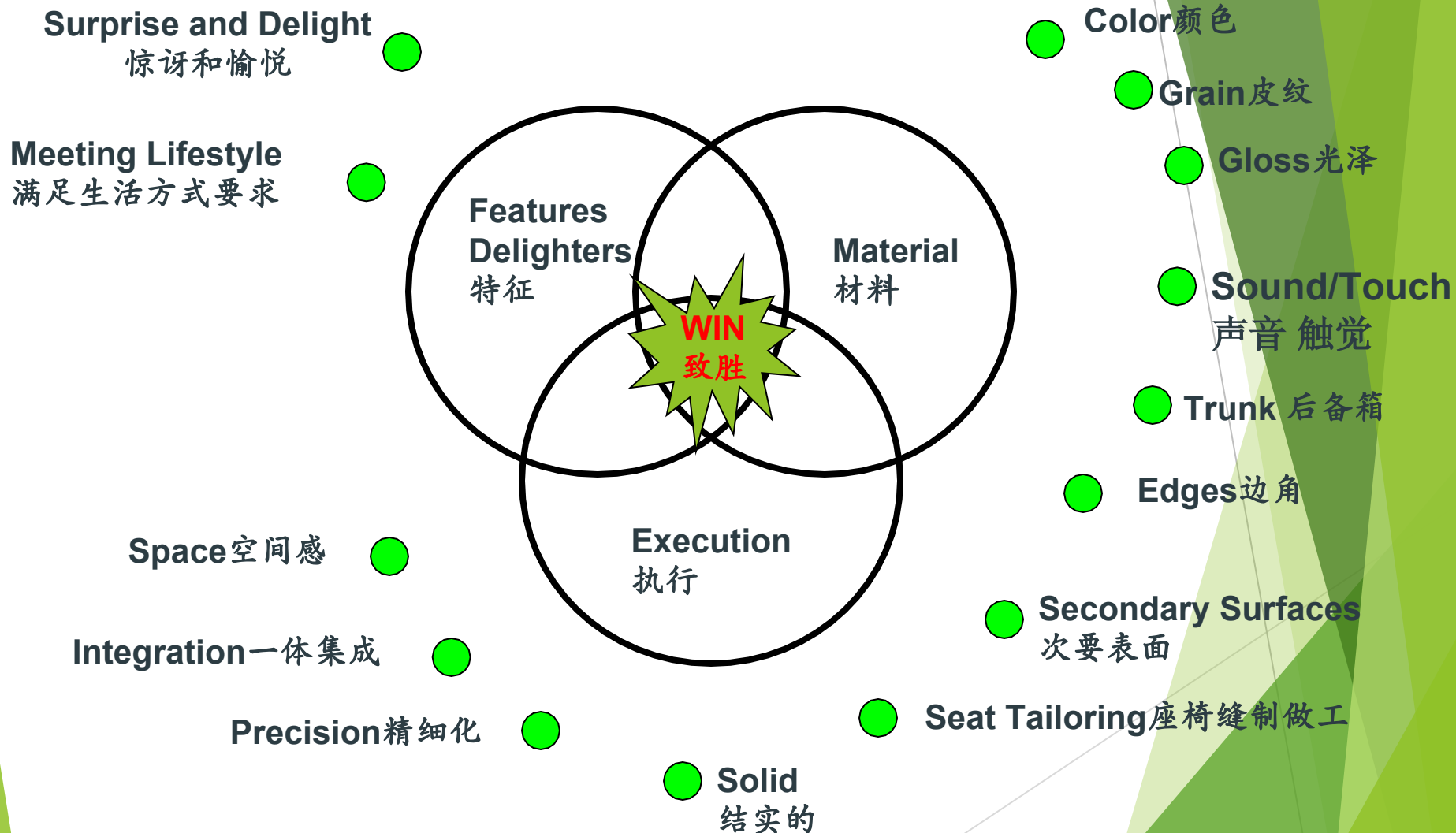
Subjective 主观
Emotional 情感上的
Opinion/Intuition 直觉的
Relative 相对的

- There or not there
在或不在
- Assembled correctly or not
装对了或错了
- Works or doesn't work
工作或故障

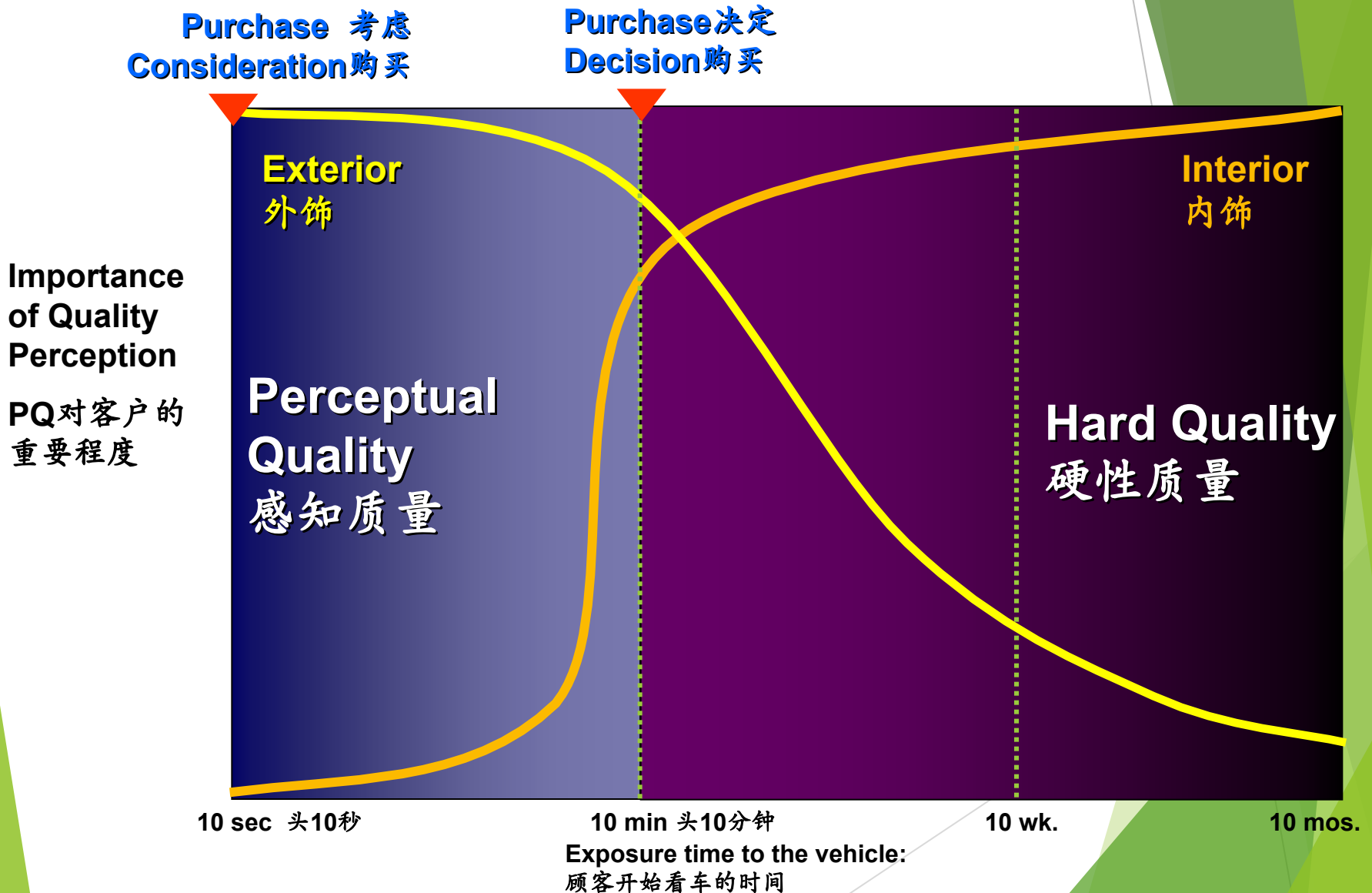
- Works well 运行不错
- Feels good 感觉不错
- Looks nice 看上去不错
- Smells nice 闻上去不错
- Sounds good 听着不错
- Awesome, Wow....真棒

感知质量

Perceptual Quality



北美客户的感知质量vs时间表 U.S. Consumer Quality Perception vs. Time



We Are Making Progress!

我们在不断进步

- **Perceptual Quality is no longer a mystery**
PQ早已不再是神秘的。
- **Our understanding of customer expectations is better than ever**
我们对客户的了解远胜于前。
- **Our understanding of the competition is much better than it has been recently**
我们对竞争对手的了解也比以前多了。
- **Our teams are communicating like never before on enabling HIGH PQ solutions**
我们的团队比以往更了解沟通如何实施优质PQ的方案。

感知质量评估

Assessment of Perceptual Quality

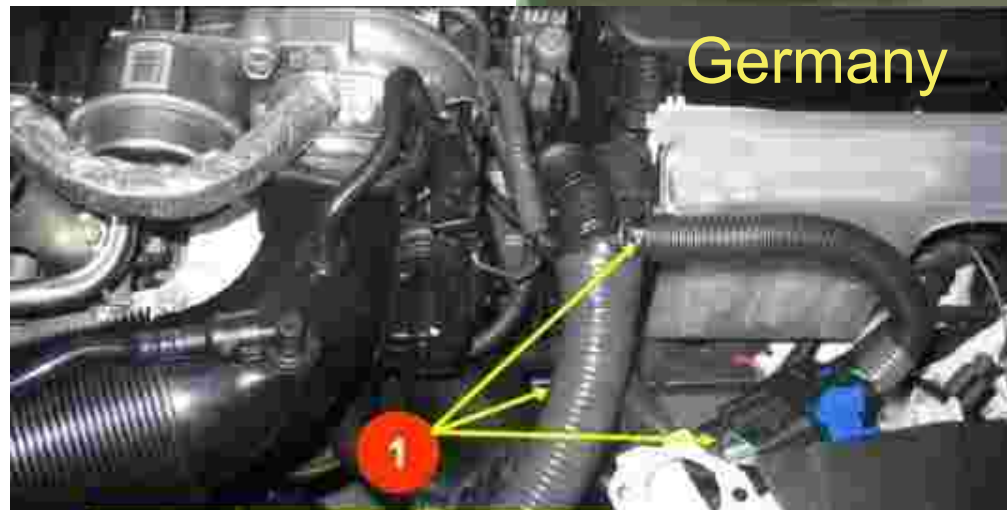
全球感知质量评估 Global PQ Assessment



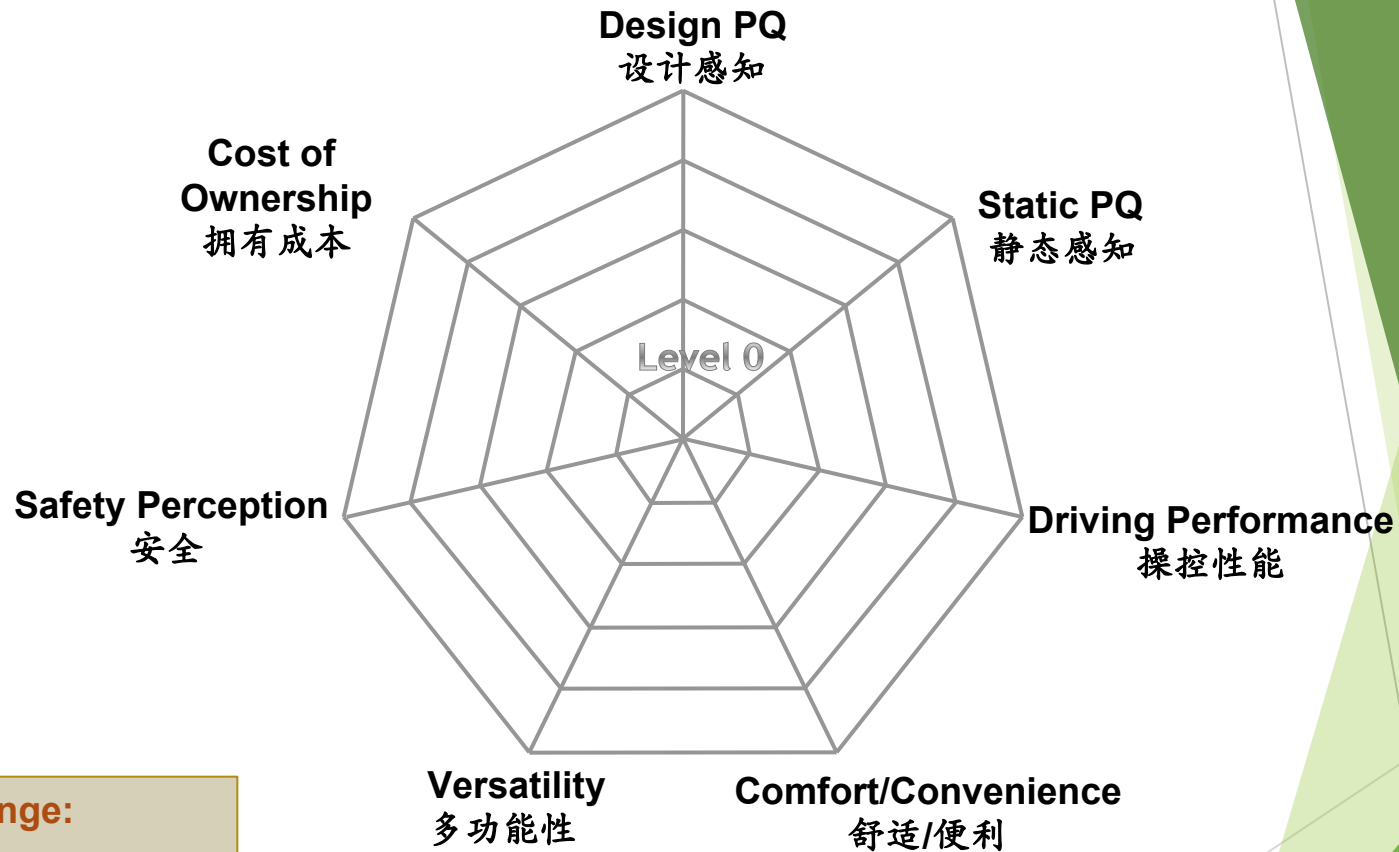
Brazil



Brazil



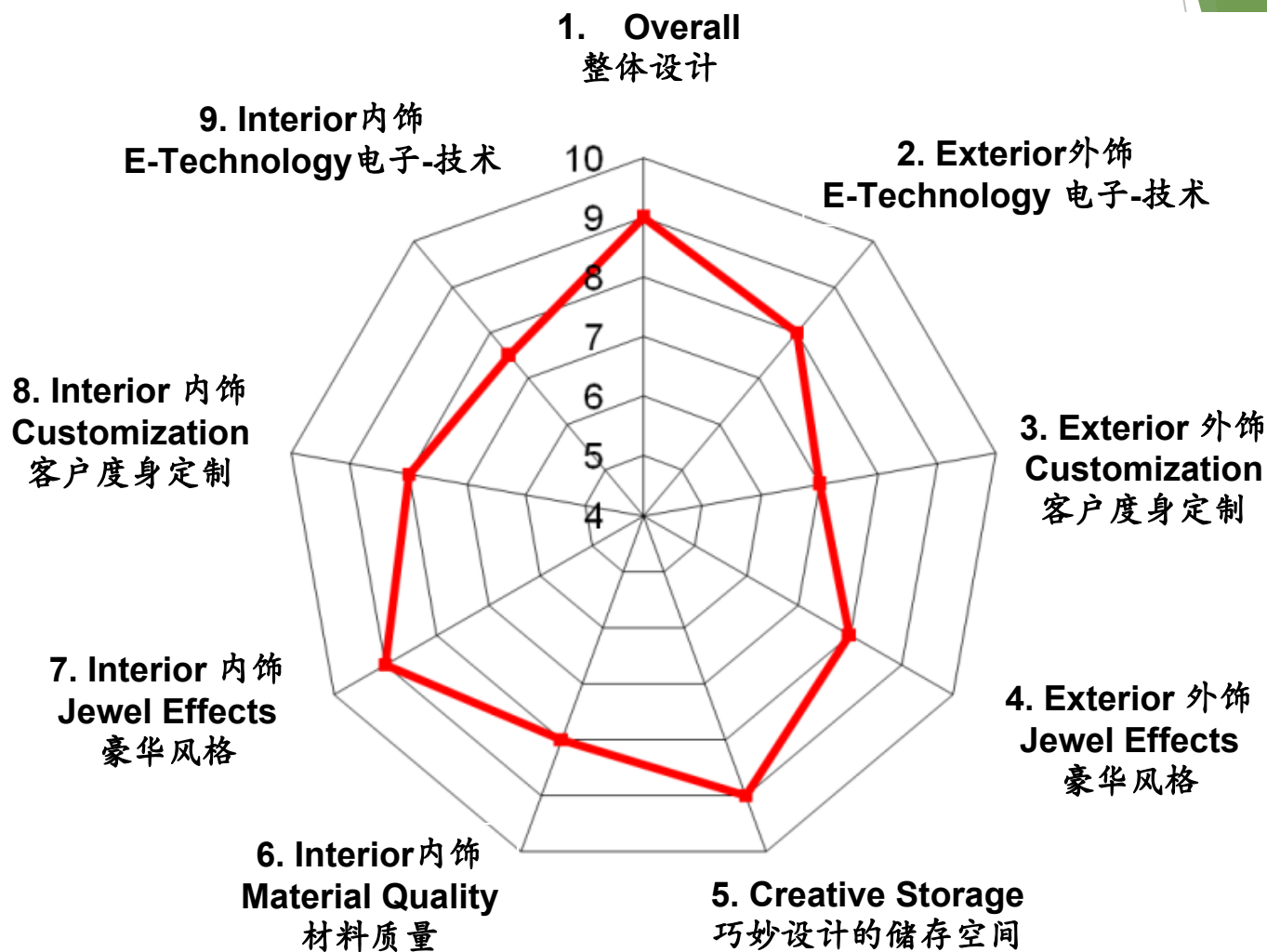
Germany



Major change:
Split of
Dynamic Spider in
Driving Performance
and
Comfort/Convenience

*) PP Target Completion @ VPI
PP Target Compliance @ VTC

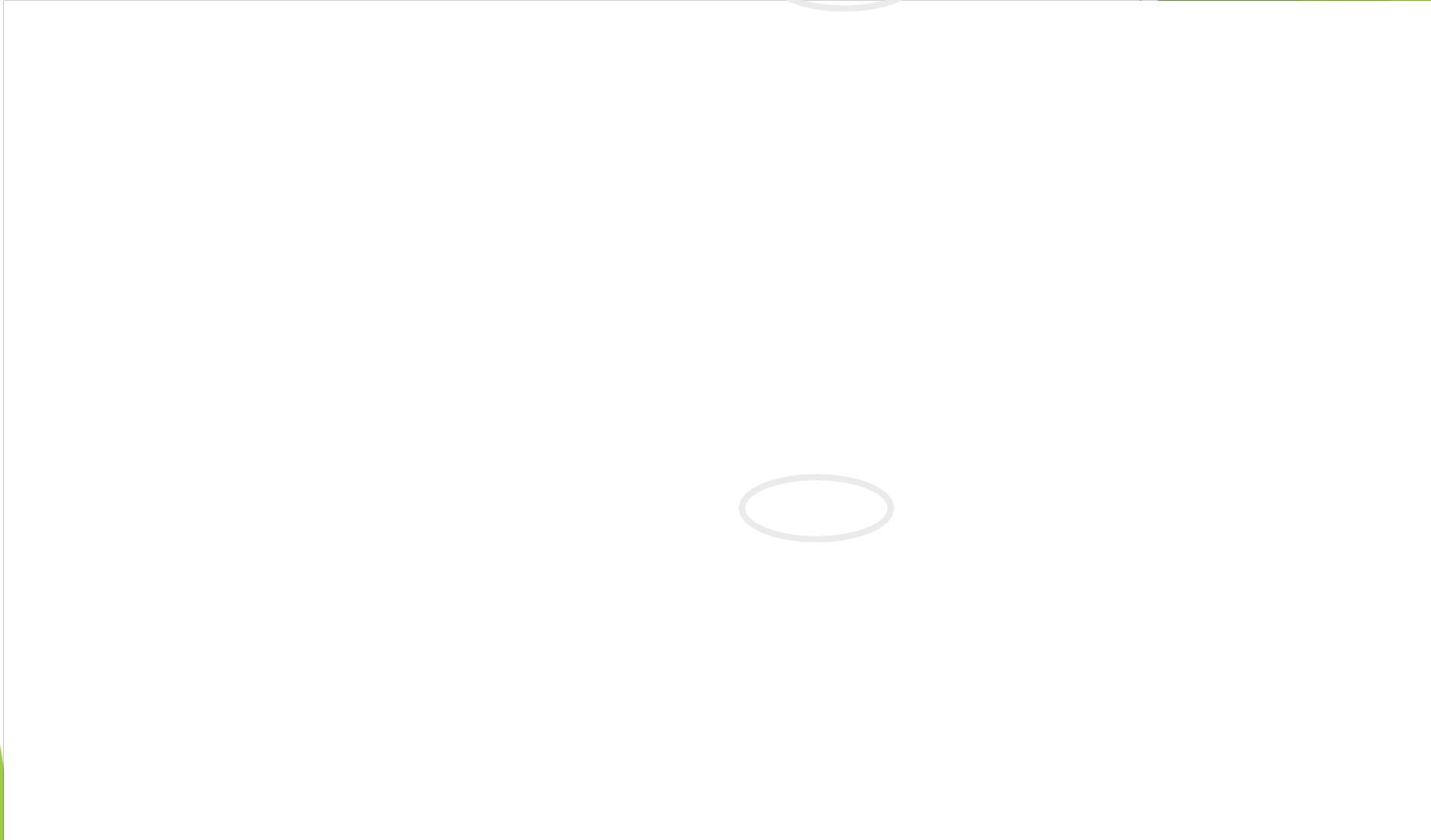
- **Design** - the emotional connection to the styling of the vehicle
设计——情感和汽车风格的结合
- **Static Perceptual Quality**- the quality a discriminating customer would experience in showroom or at an auto show
静态感知质量——一个挑剔的客户在展演室或车展上对车辆的体验。

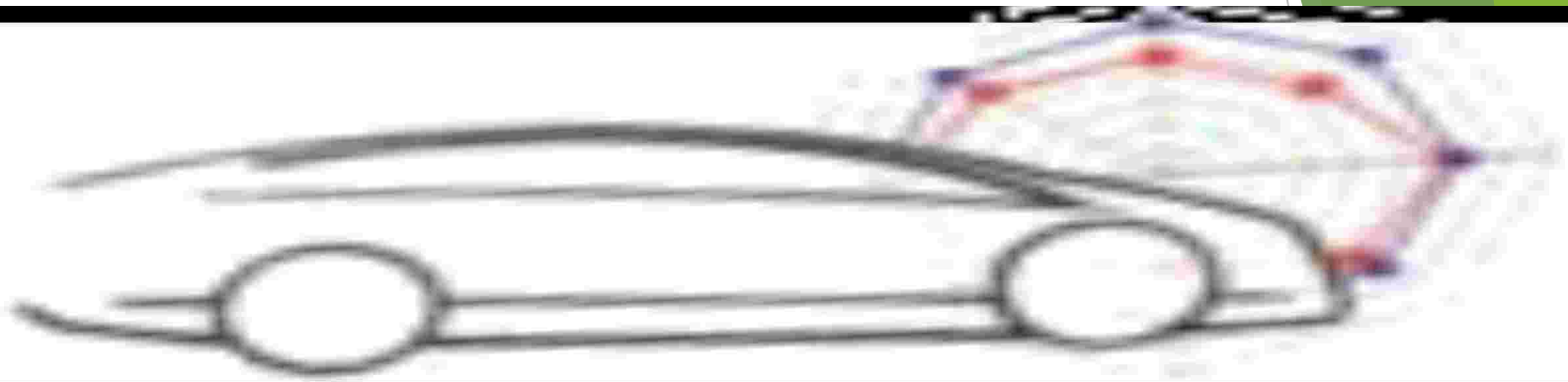




静态感知质量目标设定

Static Perceptual Quality Target Setting





顾客等级描述

建议重新定义目标顾客,现有的
客户都完全满意,车辆品质非常
出色

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感知质量流程

Perceptual Quality Process

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