

# Inixia Resource Materials: Operation Management

## CTQs

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### CTQs (Critical to Quality)

- You use them to translate *broad* customer needs into specific, actionable, measurable performance requirements.
- Example, an instruction such as "improve customer service" is too *broad* to do much with.
- However, by using a CTQ Tree, you can drill-down from this broad goal to identify specific, measurable requirements that you can use to improve performance.

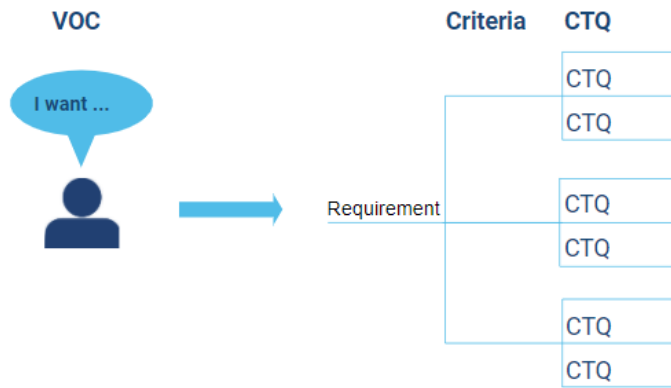
### Translating the VOC – not always the same exercise

Accounts Payable  
Payroll  
Facility Services  
Affiliate Accounting  
Meetings  
Travel

VS

Advanced Analytics  
Intelligent Automation  
M&A Integration  
Continuous Improvement

## Translating the VOC into CTQs (Critical to Quality)



## Example: CTQ tree for a financial report

