High-Performance Manufacturing
Production Technician
Get Plugged In!
MSSC Online

• Category: Safety
  – Meeting Customer Needs

• Individual Work:

• Time: 2:00

• Task:
  – Logon and complete the assigned LAB
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Apply It!
Pg. 164

- Category: Leadership
  - Leading Others
- Process:
  - Class Discussion
- Time: :00
- Task:
  - Read L pg. 164
  - Read “apply it!”, prepare to discuss
Identifying Customer Needs:

- External Customers
  - Wholesalers
  - Intermediate users
  - Retailers
  - Consumers, or End users

“...person or company that buys the products manufactured...”
Identifying Customer Needs:

- Internal Customers
  - Members of Team
  - Next Shift
  - Other Departments
  - Supervisors / Managers

“..someone else in the company who is involved in working with the product..”
Apply It!
Pg. 167

- **Category:** Information Technology
  - Gathering & Analyzing Information
- **Process:**
  - Class Discussion
- **Time:** :00
- **Task:**
  - Read I.T. pg. 167
  - Read “apply it!”, prepare to discuss
• Category: Meeting Customer Needs
  – Providing Excellent Customer Service
• Process:
  – Individual
• Time: :05
• Task:
  – Read application 7-1
  - Class Discussion
Identifying Customer Needs:

- Exceeding Customer Needs
  - Identify Needs & Wants
    - Mfg. provides more wants than needs
  - Recognize Individualized Wants
    - Be flexible to satisfy the want
  - The goal is to be profitable

“what impact does internet have on customer knowledge?”
Identifying Customer Needs:

• **External Customers**
  - First understand the customer needs:
    • Function
    • Quality
    • Price
    • Availability
    • Customization

“these needs apply to every external customer”
• **Category:** Math & Science
  – Measuring Against Specifications

• **Process:**
  – Class Discussion

• **Time:** :00

• **Task:**
  – Read M & S pg. 169
  – Read and calculate “apply it!”, prepare to discuss
Stakeholders?
Knowledge Check!

Pg. 170

- Category: Review
- Process: Individual
- Time: 00
- Questions:
  - List four types of external customers.
  - Identify the categories that include most external customer needs.
  - Why is availability of a product important of customers?
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