

A Service Design for Six Sigma: A Roadmap for Excellence, Basem El-Haik and David M. Roy, John Wiley & Sons, 111 River Street, Hoboken, NJ 07030, 2005, ISBN: 0471682918, 424 pp. Listed: \$84.95

This book provides a roadmap for the Design for Six Sigma in the service oriented processes. The book starts with a discussion of the origin and philosophy of the deployment of Six Sigma to achieve process and product quality. It layout the ICOV (Identify, Conceptualize/ Characterize, Optimize, Verification) as the basic deployment process, especially, as it applies to design a service oriented processes.

The concept of transfer function is introduced to describe how to map from one design domain to next layer of design domain. This sequence of mapping is a design realization processes which are necessary to carry out the design of a final process/products to fulfill the Voice of Customer. These are the key steps in discovering and establishing the key parameters in each of the domains which are focusing on customer, functional, physical and process requirements

As soon as the basic DFSS processes are explained, the later part of the book is concentrated on the tools that assist in the implementations. The materials include, QFD, Process Modeling, TRIZ, DFX, FMEA, DOE, concept of design robustness, and Discrete Event Simulation. A final step of Verification also discussed.

A full supply chain design is used as an example of applying the concepts and tools being discussed in the book.

The similar approaches have already developed for the engineering application in the El-Haik's earlier books such as Axiomatic Quality, Design for Six Sigma (with Kai Yang). The key to successfully applying these engineering concept in the service industry is knowing how to identify the parameters which can fully represent the service requirement at its appropriate levels.

This book will provide a super reference sources for the managers, quality professional who need a guide to develop a Six Sigma processes in the service.

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