

Departmental Purpose Analysis (DPA)

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What

Departmental purpose analysis aligns departments' focus on the customer by reviewing, understanding, recording & improving the "internal customer supplier relationship".

When

When there is a need to:

- ⊕ Understand the nature, details & quantum of COQ (cost of quality) in the department
- ⊕ Improve inter-departmental value focus
- ⊕ Improve inter-personal relations

Where

Line functions/ departments

Staff functions/ departments

Vendor interactions

Customer interactions

How

Step-1

Ask pertinent questions about the department such as:

1. What is my department's purpose in the organisation?
2. What is my (department) role in the organisation?
3. Who are my key customers (internal/ external)?
4. What are the key expectations of my customers from me (my department)?
5. What are the key activities/ processes done by my department?
6. What are the key outputs of my department?
7. Which are the key suppliers to my department?
8. Which are the key inputs to my department?
9. What are my (my department's) expectations from various other commercial departments.
10. Does my superior agree?

11. Why is this department doing this activity?
12. Is it being done the way the 'customer' department would want it?
13. What impact does the activity have on the prime objective of satisfying the requirements of the external customer?

Step-2

Draw customer expectation matrix

Step-3

Organize customer supplier meets

Step-4

Iterative improvements

Why

By establishing the above information, both within departments and across departmental barriers, DPA helps managers address improvements in inter-departmental & intra-departmental efficiency & quality for the benefit of the organization.

When the requirements of the customer are seen as the responsibility of the department an effective measurement system can be adopted.

Tools used in DPA

- ⊕ Customer supplier matrix
- ⊕ Customer supplier meets
- ⊕ Tortoise diagrams
- ⊕ Flow charts