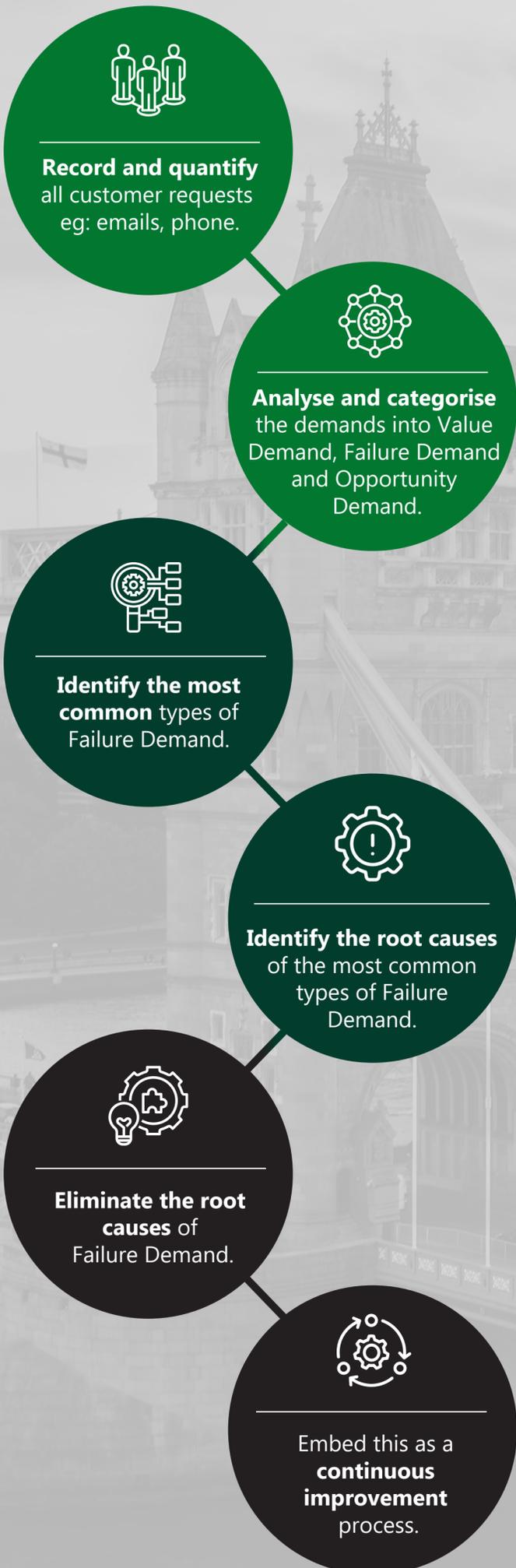


A Quick Guide to Demand Analysis

The Six Stages of Demand Analysis



The Three Main Types of Demands

When analysing demand we categorise them into three types



Value Demand

The demand that we want

What you seek to do with this demand:

- Design for it!
- Modify your processes to satisfy customer needs right first time
- Be responsive to eliminate any need for Failure Demand
- Keeping processes and literature simple and uncomplicated reduces Failure Demand further.



Failure Demand

The demand that exists due to a problem

What you seek to do with this demand:

- Seek to eliminate it!
- Categorise it
- Understand the root causes of Failure Demand
- Design out the causes to eradicate wasteful demand
- Monitor it to understand levels of customer service.



Opportunity Demand

The demand that presents a wider opportunity

What you seek to do with this demand:

- Review any services you could provide in the future
- Maximise opportunities to sell add-on services
- Monitor changes to see new customer behaviours or needs.

About Reinvigoration

A leading global expert operations consultancy and enterprise platform provider enabling organisations to transform their operations and deliver excellence with certainty, every time.

Get in touch to discuss how we can help you and your team increase operational profitability.