

Consumer Care Book Philips Wardrobe Care GC9940

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Approved by

CMM:

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Date:

Product picture:




Product introduction

The Philips Wardrobe Care GC9940 Care is a combination of an active board with the new Perfectcare iron, which enables great ironing results with simplicity of use. It will sell at a consumer price of €1299. Main advantage over its predecessor is that it has a unique and easy to use calc solution that keeps the system 99.99% calc free and thus considerably improving NPS/reducing the field rate.

PHILIPS VPH Wardrobe Care

Proposition

Target group	Consumer Insight	Competitive Environment
Caring Perfectionists. Family focused females who enjoy the finer things in life. A desire for good value, nice clothes, and great importance on the neat, tidy appearance of themselves, their family & home. Positive towards ironing. 35-55 yrs.	Having a family means having to combine my family life with household tasks. It is important that me and my family look neat and groomed. Using high quality products can make a difference, since they are more convenient to use and give better results. Well ironed clothes are important, and I'm not prepared to compromise on the results. However, ironing seems to take me more effort than it should take. I wish there was a refined way to achieve perfect ironing results conveniently.	•Laurastar "You deserve the best" – The first lightweight professional iron that is less tiring to use •Leifheit "The only complete ironing system with automatic pressure build up" •Domena "My Dry 2 has everything to seduce the most demanding." •System iron + board: 2 Times faster ironing •Dry Cleaners "Professional Results"
Benefits	Reasons to Believe	Discriminator
The Philips Wardrobe Care is a combination of an active board and high pressure iron, which enables great ironing results with great ease. Half the effort, maximum reward.	•It is an integrated combination of active ironing board & high pressure steam iron •The unique OptiTemp iron always sets the ideal steam and temperature for you •It is the <u>most convenient to set-up and store IB in the market</u> , thanks to its iconic, unique trolley design with foldable board. • <u>Professional ironing results made easy</u> : No other integrated board achieves better & faster ironing results, thanks to the 5 bar steam pressure and powerful 120 gr/min continuous steam output •It's the <u>only IB</u> in the market with a <u>shoulder shaped board end</u> , which makes any shirt fit easily around the board, enabling less rearranging and easier shirt ironing. •The Active board with <u>Blowing & Suction</u> enables you to iron on a cushion of air – ideal for ironing delicates, preventing false pleats & shiny patches. Suction keeps garments fixed on the board & prevents water droplets on the floor •The <u>unique and easy to use calc solution keeps your system 99.99% calc-free</u> .	The most convenient to set-up and store integrated board that has all the elements to achieve maximum reward with half the effort
	Designed around you	Easy to Experience
	•The insight has been generated from the hearts & minds of over a 100 women using Concept Labs. •CSM satisfaction score shows: 94% of women mentioned that they are satisfied/very satisfied with their Modena •Optimization of design based on CSM and Consumer Care analysis	•Unique Board shape makes ironing shirts very easy. •CSM satisfaction score shows: 100% satisfaction on 'ease of use', 'ease of folding & unfolding the board', and adjusting the height
		Advanced
		•No worries about calc: Effective scale removal system •Intuitive one touch operation of key functions

* Compared to predecessor

Consumer Care Focus

1. Consumer Education
 - a. Pre-purchase
 - i. New users – communicate category benefit – half the effort, maximum reward
 - ii. Repeat users – superiority versus Laurastar: simplicity iron, set-up and storage
 - b. Post – purchase – product experience enhancement
 - i. Cartridge replacement – after 6 months
 - ii. Board cover replacement after 1 yr
2. Optimization service execution for NPS and cost improvement
 - a. Home pick up and return
 - b. Free steam iron iso Modena loaner
 - c. Flawless service execution

Country focus: France, DACH, Benelux

Introduction and sales planning

Country	Month of introduction	Planned sales year of introduction (x k)	Planned sales total period 2011-2015 (x k)
Benelux	Sep 2011	1	9
Dach	Sep 2011	2	10
France	Sep 2011	2	14

Other countries where product will be launched in Sep 2011 (planned sales total period):
Italy (1k), Nordic (1k), Iberia (2k), Turkey (1k), Eastern Europe (2k)

IPD milestones

PPC wk1039

IR wk1118

CR wk1124

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Home pick up and return, component level repair

Execution ability and costing of following loaner scenarios will be checked with key SO's for decision taking in January '11:

- Steam iron (check if consumers do have a spare board), no need to return iron
- Steam generator + replacement board (loaner)
- Wardrobe care system as loaner

Accessories, consumer replaceable parts

No accessories

Consumable replaceable parts:

- Anti-scale cartridge, consumer price €14.99 Euro for pack of 2
- Board cover, consumer price €... to be defined
- Water tank, consumer price €... to be defined

Consumables will be made available:

- On line: thru ASWP on-line shop (BNL, F, DA only)
- Call center (ordering via local service provider)
- Service center (ordering via DHL)

Consumer touch points for consumer care (to be updated for final conclusion on loaner scenario)

In-box

Web (.com, .care, on-line-shop)

Call center

Trade

Service centers

ConQ prediction & cost driver assumption

CoNQ as % of sales: 3.5%

FCR: 11%

CPI: €183

NSP: €659

Call center cost as % of sales: 0.5%

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
		Plse fill out!	Plse fill out!	Plse fill out!
In-box / on-product	User manual Registration card (DA campaign) Warranty card (per existing)	Wk1107 New Wk1107	Ng Mo Tan Nadine Bakker Chu Pao Liang	
Service text in DFU	Special text to promote consumers to call and highlight home pick up & return service	WK1107	Ng Mo Tan	
Web – pre purchase	FAQ Demo video 360 degree picture Leaflet	Wk1113	Simon Leong Nadine Bakker Nadine Bakker Nadine Bakker	
Web – post purchase	Usermanual FAQ Tips & Tricks CRP on line ordering links	Wk1124 Wk1124 Wk1124 Wk	Simon Leong Simon Leong Simon Leong Simon Leong	
Specify items for call center	Product samples (5x) On-line call center training	Wk1124 Wk1128	Simon Leong Simon Leong	Sitel Ger -1x Sitel Eindhoven-1x Sitel Barcelona -1x Sitel UK – 1x Sitel EE – 1x
Specify items for service center	Compatibility list with GC9920 Product samples for service (7x) Training material	Wk1124 Wk1124 Wk1128	Tang TK Simon Leong Tang TK	DACH (3x) Benelux (2x) France (2x)

Any relevant specifics for execution – plse list below

CRM consumer care messaging (execution and costing to be confirmed by CRM team)

- Following reminder e-mails need to be sent to consumers who have registered
 - After 6 months of purchase and every 6 month there after: reminder to replace cartridge + way of working
 - After 1 year: recommend to replace board cover

Consumer Experience feedback loop – plse specify

Consumer Touch point	Medium	Additional cost
Call center	Easy Xtract Freetext	No
Web	Easy Xtract Freetext	No