

Consumer Care Book Viva+ Philips Food Processor

Food Processor

HR7769

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Product picture:



Product introduction

Viva+ food processor HR7769 is mid end food processor which base on Delphine food processor but more deluxe. Sail price is about €110.

Viva+ series comparison table as follows:

Master brand	Feature	Alphanumeric
Philips	<ul style="list-style-type: none"> • Easy cleaning • Compact 4 in 1 set up with bowl, blender, mini chopper, citrus juicer • Compact storage in bowl • Accessories for 29+ functions • Metallic housing • Extra set of mill blade 	HR7769

VPH - Philips Food Processor Range

1. Target	2. End-User Insight	3. Competitive Environment
<ul style="list-style-type: none"> • 30-45 years, predominantly female • Takes care of the family. (S)he is very pragmatic and looking for real solutions, sees cooking as an important way to take care of family and friends. (S)he wants to enjoy time together and make sure her loved ones get good food, meaning tasty, variety and healthy homemade food. She believes it is best to cook everyday but needs help with her dilemmas: time, inspiration, navigation and confidence. • Different sources of information used, such as internet, cooking magazines and TV shows 	<p><i>I get a lot of pleasure from sharing great meals with my family. I do enjoy the cooking of these meals, however as part of the food preparation I need to do a lot of slicing, chopping, cutting and so on.</i></p> <p><i>A food processor can help with these tasks which is great; still, there is always some effort required from my side when handling it, being it the set up, assembling the bowl and discs/tools, cleaning, or finding a way to store the device and all its accessories.</i></p> <p><i>If cooking can be an enjoyable task, why can food processors not help making the preparation really enjoyable, too?</i></p>	<p>1. KA players & specialists: Braun: "High standards easier to reach"; Moulinex: "Enables you to enjoy more of life"; Kenwood: "Professional standards of performance"; Bosch: "Professional kitchen tools invented for life"; Tefal: "Innovative ideas that are essential to make you life easier"; Local KA players (e.g., Midea, Borck and Amo), well known local brands, and are increasingly innovating and expanding</p> <p>2. Other F&B solutions in the 'anyday' dilemma: ready meals and meal solutions (FMCG brands), supermarkets, take-away, restaurants</p>
4. Benefits	5. Reasons to Believe	6. Discriminator
<p><i>F: These food processors do not only do the work for you on cutting/slicing and other tasks but let you do all this preparation in a very easy way. It's intuitive to use, clean and store, it makes handling them a very easy and fast job.</i></p> <p><i>E: These food processors turn the preparation of food into an enjoyable experience, so you can truly enjoy your cooking time.</i></p>	<ol style="list-style-type: none"> 1. Reliable performance 2. High quality accessories that perform all key functions 3. Easy and intuitive to assemble, use and clean 	<p>Widest variety if recipe preparation, easiest to set up, use and clean</p> <p>In 5 words: Best performance for everyday meals</p>
Philips Brand positioning "sense and simplicity"		
<p>Designed Around You</p> <ul style="list-style-type: none"> • Catered to the needs of the target group with little time, makes complicated food preparation tasks easy 	<p>Easy To Experience</p> <ul style="list-style-type: none"> • Intuitive use from start (preparing food) to finish (cleaning the device) 	<p>Advanced</p> <ul style="list-style-type: none"> • Durable material, smart assembly and storage. True support in daily cooking life
Philips Brand personality	Philips is Empathetic – Trustworthy – Courageous – Knowledgeable – Captivating	

Consumer Care Focus

1. Pre-purchase

- a. Content to deliver for web content included: User Manual and general FAQs will be ready at CR

2. Post – purchase

- a. Content to deliver for web content included: FAQs

Introduction and sales planning

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	List Price
HR7769	Benelux, DACH, Russia & Central Asia	14k	€110

Focus country: Western Europe, Brazil

IPD milestones

PPC wk1311
IR wk1328
CR wk1329

Warranty and service policy

- 2 year warranty
- Carry in, repair, module swap (Global)

Accessories, consumer replaceable parts

Accessories

- Chopper
- Kneader
- Emulsifying disk
- Insert disc(shredding, slicing, julienne & granulating) & disc holder
- Citrus press

Accessories will be made available:

- Call center (ordering local service provider)
- Service center (ordering via DHL)
- Online Shop

Consumer touch points for consumer care

- In-box
- Web (.com, .care, on-line-shop)
- Call center
- Trade
- Service centers

ConQ prediction & cost driver assumption

CoNQ as % of sales:
 $HR7769 = (2.0\% * 32.16 / 110) + 0.3\% = 0.88\%$

FCR:
 $HR7769 = 2.0\%$

CPI (average):
 $HR7769: €32.16$

NNP (average):
 $HR7769: €110$

Call center cost as % of sales (Amount of calls/ total sales): 0.3%

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	User manual	CR	NUNEZ SANCHEZ, Juan	
<u>Web – pre purchase</u>	FAQ Leaflet	CR	Vicki Wan NUNEZ SANCHEZ, Juan	
<u>Web – post purchase</u>	User manual FAQ Tips & Tricks	CR	NUNEZ SANCHEZ, Juan Vicki Wan	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-4weeks	Carmen Au	

Consumer Experience feedback loop – plse specify

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