



PHILIPS

Philips Consumer Lifestyle

BU DA

Consumer Care Book

GC36xx

E34

Dry/Travel/Steam Irons

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Philips Consumer Lifestyle Domestic Appliances Singapore

1 INTRODUCTION, PLANNING

1.1 GENERAL INTRODUCTION



PROJECT DESCRIPTION

THE GC3600 ENERGYCARE WILL REPLACE THE CURRENT GC3300 SERIES AND WILL ENSURE THE COMMERCIAL SUCCESS IS SUSTAINED BY DELIVERING A NEW UNIQUE BENEFIT TO THE CONSUMER; SAVE ENERGY AUTOMATICALLY WHILE IRONING. THE PERFORMANCE CLAIMS WILL BE OPTIMIZED TO BE COMPETITIVE FOR ITS PRICE POINT (EG POWER AND STEAM BOOST)

OBJECTIVES

SUBSTANTIALLY CONTRIBUTE TO INCREASE IN PHILIPS VALUE SHARE FOR DTS TO 31% IN EUROPE BY 2012

FOCUS

BE THE FIRST A BRAND IN THE STEAM IRON MARKET TO TAKE COMPETITIVE ADVANTAGE OF THE INCREASING ENVIRONMENTAL AWARENESS WITH CONSUMERS.

1.2 IPD MILESTONES

VPD	}	
AA		
PPC		wk837
PV		wk928
IR		wk932
CR		wk934
LD		wk941
PE		wk952

1.3 STROKE VERSIONS, INTRODUCING REGIONS/COUNTRIES, QUANTITIES, PRICE

TYPE NUMBER	STROKE VERSION	FIRST SHIPMENT	TOTAL PLANNED QUANTITY	GOING PRICE
GC36XX	EUROPE /02 SWISS /07	209K 1.6K	3.92 MIO (4 YEARS)	REFER BELOW TABLE

Going Price

Model	GC3620 GC3621	GC3630 GC3631	GC3640	GC3660	Average
Going Price (Western Europe)	€ 55.00	€ 60.00	€ 65.00	€ 69.00	€ 62.25

Customer Service Offering for Consumers

REGION	CSO Front end	CSO Back end	REPAIR PROCESS
APMEA	CALL CENTRE SUPPORT / WEB SUPPORT	CARRY IN/REPAIR	COMPONENT LEVEL REPAIR
EUROPE	CALL CENTRE SUPPORT / WEB SUPPORT	CARRY IN/REPLACEMENT FOR NEW	NO REPAIR
LATAM	CALL CENTRE SUPPORT / WEB SUPPORT	CARRY IN/REPAIR	COMPONENT LEVEL REPAIR

2. TECHNICAL SPECIFICATION

2.1 KEY SPECIFICATIONS

Products: Commercial Range build up GC3600 EnergyCare



GC3620	GC3630	GC3631 Color variation for channeling	GC3640	GC3660
Automatic Energy Saving	Automatic Energy Saving	Automatic Energy Saving	Automatic Energy Saving	Automatic Energy Saving
SteamGlide soleplate	SteamGlide soleplate	SteamGlide soleplate	SteamGlide soleplate	SteamGlide soleplate
2400W	2400W	2400W	2400W	2400W
35g cont. steam 100g steam boost	35g cont. steam 100g steam boost	35g cont. steam 100g steam boost	35g cont. steam 100g steam boost	35g cont. steam 100g steam boost
Double Active Anticalc	Double Active Anticalc	Double Active Anticalc	Double Active Anticalc	Double Active Anticalc
Drip stop	Drip stop	Drip stop	Drip stop	Drip stop
	Soft Grip	Soft Grip	Soft Grip	Soft Grip
			Steam tip	Steam tip
				Automatic safety shut off

2.2 EXPLANATION OF NEW COMMERCIAL FEATURES

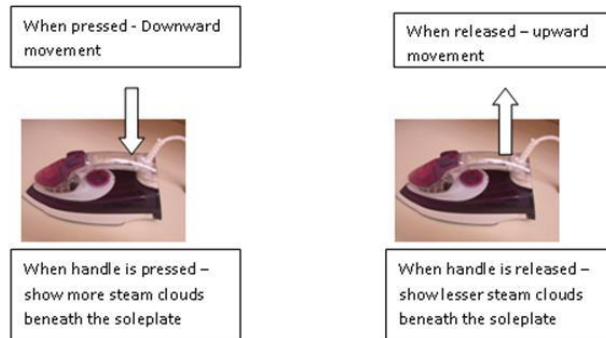
Explanation of Intuitive Handle

90% of the energy a steam iron uses is used to convert water into steam.

This steam iron with innovative mechanism in the handle makes sure that you still get high steam performance, but with optimal use of energy.

The automatic energy saving technology inside the iron makes sure that;

- when you put the iron down on the garment and press the handle gently (which you normally do during ironing!), it steams at full power
- when you lift the iron, the steaming reduces to a minimum



This way you eliminate the creation of unnecessary steam and you save 20% of energy* during each ironing session compared to its predecessor (where possible this will be endorsed by local endorser, experienced in the field of technical energy measurements).

*tested and proven versus predecessor GC3300 EasyCare, to be endorsed by British Energy Trust

EnergyCare PR communication briefing summary:

What is the EnergyCare?

Philips' powerful steam iron that **saves 20% energy** automatically during each session, **without compromising the result!**



How does it work?

90% of the energy used in a steam iron is used to convert water into steam.

In order to achieve energy saving without compromising product performance, we have created an iron that reduces steam wastage!

A steam reduction mechanism has been added into the back of the iron handle.

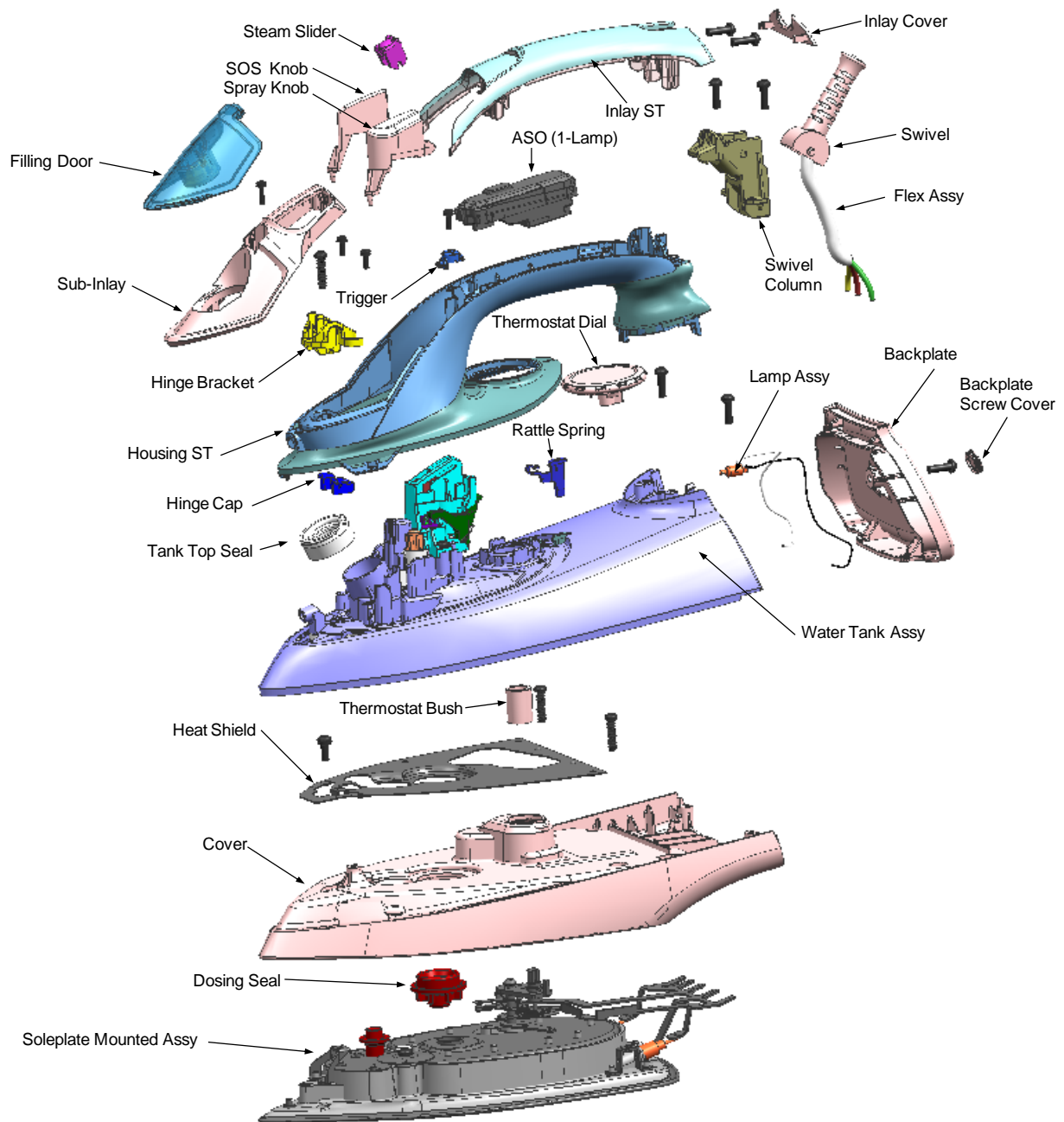
This technology detects when the iron handle is not being pressed, for example when it is lifted up, placed on its heel or left face down with no movement but still switched on.

When this is the case, the steam created is actually *wasted* steam because you are not ironing!

During those moments, the Automatic Energy Saving technology limits the wasted steam and energy is saved!

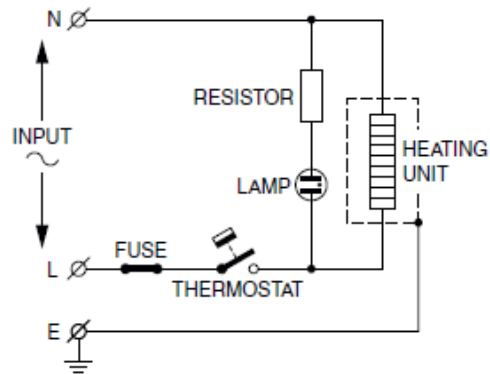
Architecture and characteristics

2.3 MECHANICAL

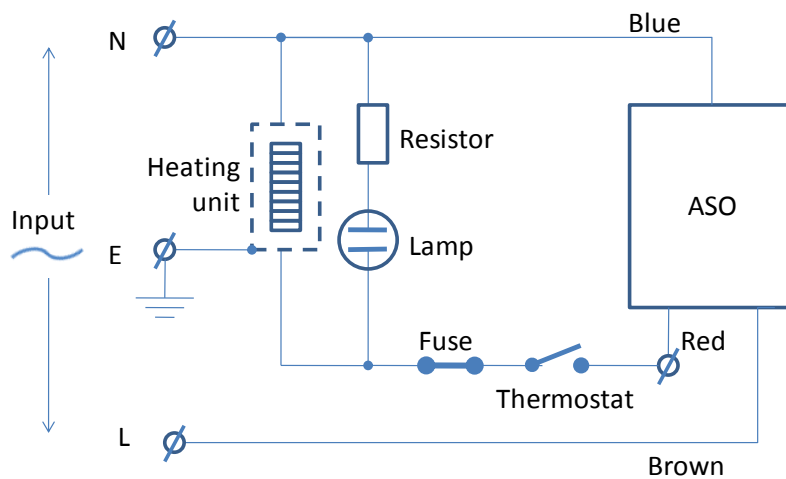


2.4 ELECTRICAL

Electrical diagram – GC36xx Non ASO version



Electrical diagram – GC36xx ASO version



2.5 BGA IC

Not applicable.

3. CUSTOMER SERVICE COST PREDICTION

3.1 CPI (COST PER INCIDENT) & EXPECTED CALL CENTER COSTS

Region	Labour	Handling & Transport	Parts	Total	Cost per call**	CPI Estimation
APMEA (BASE ON RUN RATE OF MAG E34)	€ 2.64	€ 0.58	€ 2.51	€ 5.73	€0.05 for mainstream products, 0.15% of sales as rough estimate	€ 5.78
EUROPE*	€ 0	€ 4.8 based on average of Germany: €3, Netherlands: €6.5, France: €5	€ 21.88	€ 26.68	€0.06 for mainstream products, 0.20% of sales as rough estimate	€ 26.74

*CPI REPLACEMENT FOR NEW

Country	IIP	Handling & Transport	Total
	(A)	(B)	(A+B)
Germany	Product specific	€3	
Netherlands	Product specific	€6,5	
France	Product specific	€5	

*CPI Repair

Country	Labor	Handling & Transport	Parts consumption	Total
	(A)	(B)	(C)	(A+B+C)
Germany	€10	€8	Product specific	
Netherlands	€13	€6,5	Product specific	
France	€13	€1,5	Product specific	

**CALL CENTRE COST GARMENT CARE

- For mainstream products:
 - Use 0.15% of sales for Region APMEA/LATAM
 - Use 0.2% of sales for Region Europe
- For high end products / innovations
 - Use 1% of sales as rough estimate
 - Substantiate by bottom up calculation
(Call rate ("ACR") * call duration * price per minute * 100) / NSP

3.2 CoNQ AS PERCENTAGE OF SALES

$$\left\{ \frac{\text{FCR} \times \text{CPI}}{\text{Net selling price}} \right\} + \left\{ \frac{\text{ACR} \times \text{cost per call}}{\text{Net selling price}} \right\}$$

Region	$\frac{\text{FCR} \times \text{CPI}}{\text{NSP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NSP}}$	CONQ (% of sales)	CONQ (€)
APMEA	$\frac{2.5 \times 5.73}{31.25} + 0.15$	0.61%	NA No sales plan in APMEA yet
EUROPE	$\frac{2.5 \times 26.68}{31.25} + 0.20$	2.33%	€2.855 mio 4-year volume: 3921K average NSP: €31.25
TOTAL	NA	NA	€2.855 mio

Note:

FCR = 2.5% (Target at CR)

CPI @APMEA = € 5.73

CPI @Europe = € 26.68

NSP average = € 31.25

Call centre cost as % of sales @APMEA = 0.15% (Rough estimate for mainstream products)

Call centre cost as % of sales @Europe = 0.20% (Rough estimate for mainstream products)

3.3 TARGET FCR AND KEY COMPONENTS COSTS

Target FCR = 2.5% @ Commercial Release

Key component costs to be available 1-2 weeks before Industrial Release (Pilot production).

3.4 CRITICAL SERVICE PARTS (CSP)

CSPs TO BE ON STOCK AT APC (ASIA PACIFIC PARTS CENTRE) AT LAUNCH DATE OF THE PRODUCT – NO LAUNCH PLAN IN APMEA AS OF PV MILESTONE.

NO SERVICE PARTS ON STOCK IN EUROPE REGION (EUROSERVICE) AS PRODUCT WILL BE REPLACED FOR NEW DUE TO SERVICE EXCHANGE POLICY.

No CONSUMER REPLACEABLE PART (CRP) FOR THIS PRODUCT

Pos	Service code	Description	Remark	Initial order Qty
1	4239 021 39870	Soleplate mounted assy 230V/2200W	CSP	20
2	4239 015 54410	SOS seal		20
3	4239 025 98250	Ryton spacer		20
4	4239 015 55920	Dosing seal		20
5	4239 021 53140	Cover assy		20
6	4239 010 11290	Heat shield		20
7	4239 026 36990	Swivel moulded		20
8	4239 026 37240	Backplate moulded		20
9	4239 000 07760	Cord set EU		20
10	4239 026 13220	Thermostat bush		20
11	4239 021 53640	Water tank & housing assy	CSP	20
12	4239 026 33390	Rattle spring moulded		20
13	4239 021 43960	Pump assy		20
14	4239 021 22540	Valve bellow assy		20
15	4239 021 50010	Dosing module		20
16	4239 021 53670	Housing & hinge assy	CSP	20
17	4239 026 37190	Trigger moulded		20
18	4239 021 51970	Lamp assy		20
19	4239 015 55800	Tank top seal		20
20	4239 021 50050	Thermostat dial printed		20
21	4239 026 36860	Inlay soft touch	CSP	20
22	4239 026 33580	Spray knob moulded		20
23	4239 026 33590	SOS knob moulded		20
24	4239 021 53220	Sub-inlay printed		20
25	4239 026 36660	Steam slider moulded		20
26	4239 021 53160	Filling door assy		20
27	4239 026 36900	Backplate screw cover		20
28	4239 026 36940	Inlay cover moulded		20
29	4239 026 10270	Filling cup		20
30	4239 021 50690	ASO assy	CSP	20

3.5 CHARGE BACK

BACK CHARGE AGREED - **NO**

(REASON: PRODUCTS ARE PRODUCED IN PHILIPS FACTORY SINGAPORE)

SPECIFY FOR WHICH REGION

IN CASE THE DECISION HAS NOT YET BEEN MADE AT PRS-STAGE INFORM HERE AT WHICH MILESTONE (AND IF POSSIBLE BY WHOM-PURCHASER??) THE AGREEMENT WILL BE FORWARDED

3.6 FAST FEEDBACK PROGRAM

INFORMATION TO BE DELIVERED BY QPL.

FAST FEEDBACK REQUESTED? YES

IN CASE FAST FEEDBACK HAS BEEN REQUESTED:

❖ **EARLY MARKET FEEDBACK? YES**

Market complaint iron ship-back agreement

-Service centre in Germany: Arrivo

-Service centre in NL: E-Care

❖ **REPAIR VIA INITIAL WORKSHOP? YES**
QUANTITIES? 100% ANALYSIS

-ARRIVO 100% ANALYSIS OF MARKET COMPLAINT IRONS.

-Data accessible online via Arrivo Internet site.

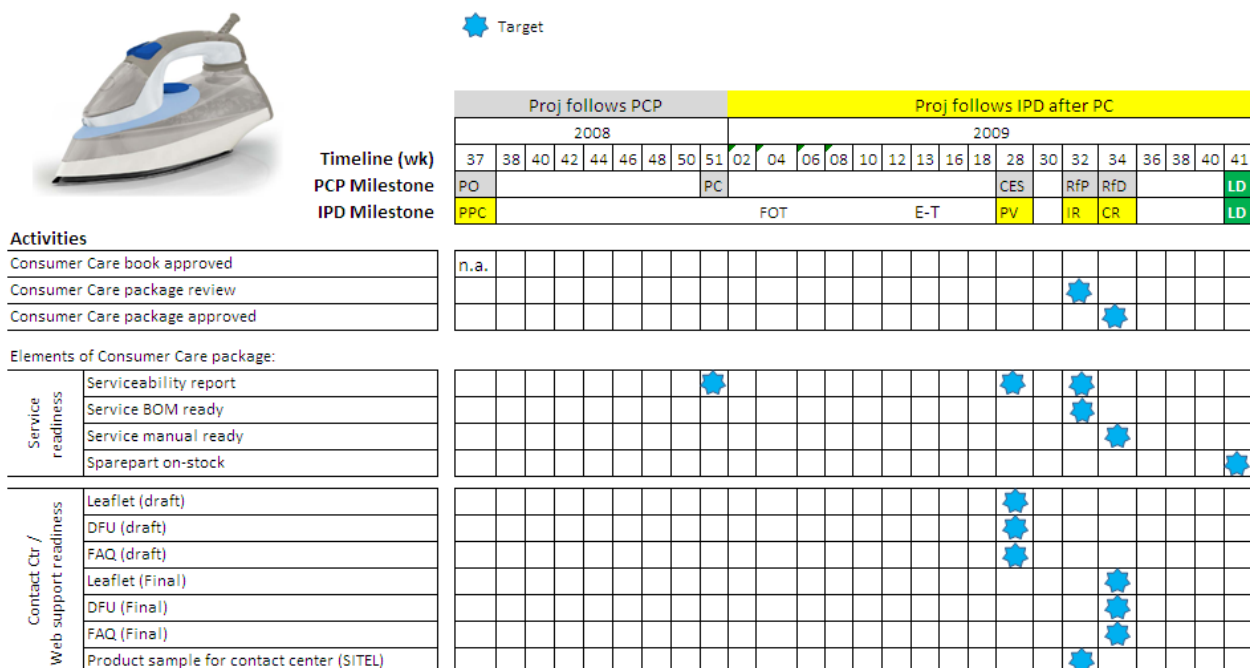
❖ **FIRST 100 CALL CENTRE (SITEL)? YES**

❖ **RAPID EXCHANGE (USA)? NO**

❖ **INTENSIVE FAST FEEDBACK
SUPPLIER INVOLVEMENT? NO**

4. CONSUMER CARE PACKAGE PLANNING

IPD Process Consumer Care Planning - Elance3600 (Hybrid PCP-IPD)



PACKAGE	APMEA	EUROPE	REMARK	OWNER
LEAFLET	BY PV	BY PV		CMM
USER MANUAL (DFU)	BY PV	BY PV		CMM
FAQ KNOWLEDGE BASE	BY PV	BY PV		CMM/ARC
SERVICE MANUAL	AT CR	NA		CC
SERVICE BILL OF MATERIAL	BY CR – 2 WK	NA		CC
PRODUCT SAMPLE FOR CONTACT CENTRE	NA	IR + 2 WK: SITEL: 5 SETS		CC
TRAINING KIT FOR CONTACT CENTRE	NA	IR + 2 WK: SITEL	FOCUS ON ARTICULATION OF ENERGY SAVING FEATURE.	CMM/ARC

1) FOR EUROPE, TOLL-FREE SERVICE NUMBER WILL BE ADDED TO WARRANTY BOOKLET.

Country	New Free phone number	Go live date
France	0805025510	March 1
Spain	900800655	March 10
Germany	08000007520	March 26
Italy	800088774	April 6
UK	08003316015	April 15
Netherlands	08000230076	May 4

2) FOR EUROPE, TOLL-FREE SERVICE NUMBER WILL NOT BE ADDED TO USER MANUAL AND QUICK START GUIDE.

3) FAQ WILL BE TRANSLATED IN TO 10 LANGUAGES

- English, French, Danish, Spanish, Italian, Dutch (for all version)
- Portuguese (additional for Latam version /55)
- Chinese Simplified (additional for China version /93)
- etc