

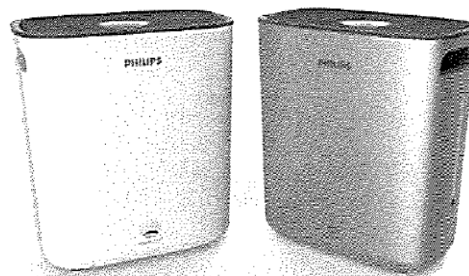
Consumer Lifestyle

DA / Air, Shanghai

PHILIPS

Consumer Care Book

Air Humidifier Monet
CR



Deliverable Owner:

Status:

Save-date:

John Li

Approved

2015/09/06

BG CMM: Candice Cai

Signature:

A handwritten signature in black ink, appearing to be 'Candice Cai', written over a light blue grid background.

Date:

2015. 9. 6.

Consumer Care Book

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Version History

The current document version is described below:

Version	Date of Changes	Change Summary
01	2015/03/09	Initial version
02	2015/09/06	CR version

1 1. Product introduction, planning

1.1 Product introduction

Monet is the first generation of the purifying humidifier range, with evaporative rotary wash mechanism which provide high humidification performance and give user a strong visual cue of humidifying the air, as well as an easier way of cleaning wick and a low total cost of ownership.

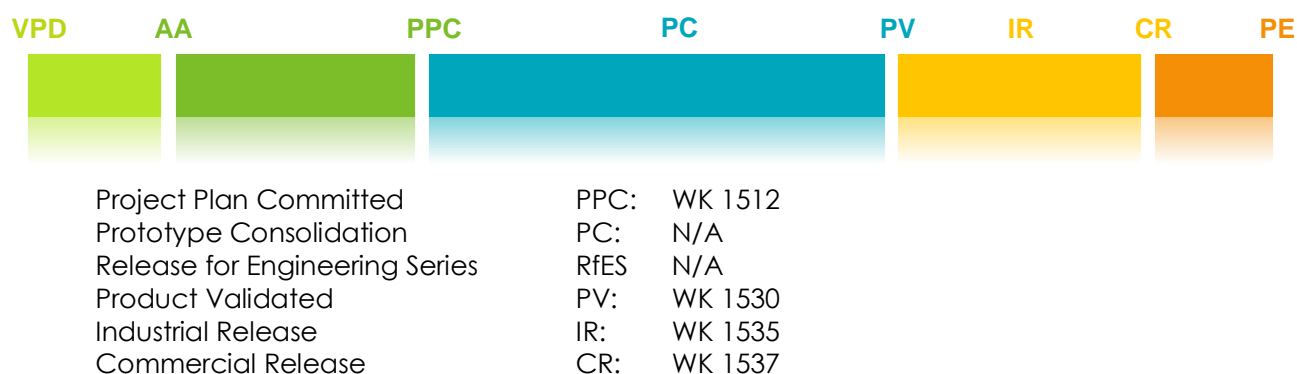
1.2 Product VPH

Refer to VPW Monet provided PRC



VPW Monet high
end humidifier wi

1.3 IPD Milestones



1.4 Introduction Regions/countries, Quantities

Project	Region	Total QTY(5 years), k
Monet	China	19
	Russia	27
	DACH	23

2 Consumer Care Experiences and Repair Process

2.1 Consumer experience



Standard consumer journey:

Consumer journey	Care added value / Focus	Action required	Owner
Choose	Clear functional description and Highlights on features	Leaflet, Pre-sales FAQs	CMM, CC
Buy	Clear info of retailers	Call center script	CO MM
Set up	Guideline for Installation	DFU, QSG	PRC, DFU team
Use	Instructions for each function and trouble shooting	DFU, QSG	PRC, DFU team
Maintain/repair	Instructions for maintenance and trouble shooting	DFU, FAQs, Warranty card	PRC, CC
Replace	Instructions for replacement	DFU, QSG	PRC, DFU team

2.2 Service solution

Region	Warranty (year)	CC Experience Repair & Exchange	Repair Process
China	2	Repair/ carry in	Module swap /scrap
Russia	2	Repair/ carry in	Module swap /scrap
DACH	2	Repair/ carry in	Module swap /scrap

3 Consumer Care Package planning

3.1 Consumer Care Package – Touch point communication

Consumer touch point	Material	Milestone Readiness	Applicable y/n	Responsible	Accountable	What is the focus area for this user communication along the Consumer Decision Journey			
Front end touch points						Active Evaluation	Purchase	Post Purchase	Loyalty
In-box / on box									
	User Manual	IR	Y	PRC	CMM		x	x	
	Quick Start Guide	IR	N	PRC	CMM		x		
	Registration card	IR	N	CRM	CMM			x	x
	World Wide Warranty Card	IR	Y	DFU	CMM			x	
	Product Leaflet	IR	Y	DFU	CMM		x		
Web									
	Product Photo's	CR	Y	CM M	CMM	x	x	x	
	Warranty Policy Statement	CR	N	DFU	CMM			x	
	FAQ's	CR	Y	PRC / KE	CMM	x	x	x	
	Leaflet	CR	Y	CM M	CMM	x	x	x	
	Tips and Tricks	CR	N	PRC / KE	CMM	x	x	x	
	User Manual	CR	Y	DFU	CMM	x	x	x	
	CRPs online	CR+4wk	N	CCP	CEM		x	x	
	Instruction videos (tutorials)	CR	N	Mar com	CMM	x	x	x	
Call Center / Social Media									
	Call center Scripts and Tips	CR	Y	PRC / KE CEM	CEM/ KE	x	x	x	x
	Training package – softskills / product details/education elements	IR	Y	PRC / KE	KE / CMM	x	x	x	x
	Training execution	CR	Y	PRC / KE	KE	x	x	x	x
	2 Pager with high level details	CR	N	CEM	CEM	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	IR	Y	CM M	CMM	x	x	x	x
Back end touch points									
Repair & Exchange									
	Service Manual	CR	Y	CCP	CCP			x	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR-2wks	Y	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR-2wks	N	CCP	CCP			x	
	Training package diagnostics & repair	CR	Y	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	Y	CCP	CCP			x	

3.2 Spare parts (CRP, Critical, commercial and online shop)

Sparepart / Replacement parts Specifics

Refer to the part list in Service Manual

CRP / Accessories

Part Name	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
NanoCloud rotary humidification wick (FY5156)	No	Yes	Yes	No	Yes
Anti-bacteria cartridge (FY5131)	No	Yes	Yes	No	Yes
NanoProtect filter (FY1114)	No	Yes	Yes	No	Yes

4 Launch preparation & Execution

4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
China	Jul-2015	2	CO MM/CO CC
Russia	Jul-2015	2	CO MM/CO CC
DACH	Jul-2015	2	CO MM/CO CC

4.2 Fast Feedback Program

Region	Type number	FFB Planned (pcs)	FCP (EUR)	Sample cost (EUR)	Handling cost (EUR)	Total Cost (EUR)
China	HU5930	15	74.1	1111.5	97.5	1209
	HU5931	15	83.54	1253.1	97.5	1350.6
DACH	HU5930	20	75.55	N/A	N/A	N/A
Total:		50		2364.6	195	2559.6

Note: Conduct FFB via IWS in DACH, cost is charge to BG.

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

Best case @CREX: 1.72

Worst case @CREX: 1.72

FCR target: 1.6

5.2 Contact Center costs

Region	Contact center cost % VS sales	Remark
China	0.25%	According to China 2014 data for Air
Russia	0.59%	According to Russia 2014 data for Air
DACH	0.76%	According to Europe 2014 data for Air

5.3 Cost per Incident (CPI)

	CPI repair €	CPI NSE €	Exchange vs repair rate	CPI €
China	23.30	99.28	10%	30.90
Russia	30.23	121.46	10%	39.35
DACH	32.90	113.96	70%	89.64

5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales
	FCR: 1.72%
China	0.34%
Russia	0.37%
DACH	0.94%

5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training	3	CO CC
Pre launch testing	6	CO CC
Fast feedback	50	CO CC

6 Technical Product Description

Refers to TPS and Service manual