

## Consumer Care Book

<PV Milestone>

Project name : **Perfect Care Pure**  
Project ID : **GC7600**

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## Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2013-06-18	Initial version (CSB 01-430-12007) Adapt to CL Consumer Care book template v1.3

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## 1 1. Introduction, planning



### 1.1 General Introduction

Perfect Care Pure is an instantaneous steam generation system with OptimalTemp which target to boost Pressurized Steam Generator (PSG) segment in market where steam generator segment is low; Perfect Care Pure will be positioned at entry level price point of PSG to gain market share. Perfect Care Pure is designed with exchangeable water treatment cartridge to deliver 99% calc free filtered water for the iron, extending the product life.

### 1.2 IPD milestones



Project Plan Committed	PPC:	wk 1240
Prototype Consolidation(optional)	PC:	wk 1240
Product Validated	PV:	wk 1325
Industrial Release	IR:	wk 1325
Commercial Release	CR:	wk 1326
Launch	LD:	wk 1336

### 1.3 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	First shipment Arrival week	Total Planned quantity	FSP	IIP	net – net price	Going price
GC76xx	Europe	wk1334 - wk1338	25956	€ 40	€ 45	€ 80	€ 180
GC76xx	APMEA	wk1333 - wk1336	3612	€ 40	€ 45	€ 90	€ 200

Region	Countries	Launch Quantities
Europe	Benelux	5670
	CEE	210
	France	6160
	Germany	4830
	Iberia	2170
	Italy	2450
	Russia	4130
	UK	336

Europe Total 25956

APMEA	Breville	3612
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APMEA Total 3612

Global	29568
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### 1.4 Total predictions of sales (sales in Year / total sales)

Planned sales year of introduction: **30K**

Planned sales total period: **200K**

## 2 Selected Consumer Care Experiences and Repair Process

### 2.1 Overview of selected experiences

Region	CC Experience Front end	CC Experience Repair & Exchange	Repair Process
APMEA	Contact center Web support DFU Leaflet (PSS) Demo Quick start guide Safety & Warranty leaflet	<del>Replace</del> / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / refurbish
Europe	Call center Web support DFU Leaflet Demo Quick start guide	<del>Replace</del> / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / refurbish
Nafta	Call center Web support DFU Leaflet Demo Quick start guide	<del>Replace</del> / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / refurbish
Latam	Call center Web support DFU Leaflet Demo Quick start guide	<del>Replace</del> / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / refurbish

### 2.2 Web specifics

Below support materials will be made available on the web before launch:

- FAQ
- Leaflet
- DFU
- Quick Start Guide
- Tips & tricks
- How to contact Philips

## **2.3 Contact Centre specifics**

Online training will be conducted for call centers before launch. Product samples will be delivered to individual call centers to facilitate online training.

- Sitel Iberia
- Sitel UK
- Sitel Germany
- Sitel Poland
- Call center Turkey
- Call center Russia

## **2.4 Repair & Exchange specifics**

- (1) Two year warranty (= standard for DAP products)
- (2) 5 years warranty (2-year standard warranty + 3-year extended warranty) against scale build-up in soleplate, applicable in versions with Pure Steam cartridges.
- (3) Below complaint symptoms will be covered under the 3-year extended warranty against scale build-up
  - a. Sharp whistling noise due to steam vents blocked by scale
  - b. Heavy soleplate leaking due to steam chamber contaminated by scale
  - c. Flaking from soleplate
  - d. Brown stain on garment.
- (4) Workshop repair policy ( Product Article Group: 3472 Mid-end steam generators)
- (5) Cartridge as commercial accessory GC002, GC004 in online shop.
- (6) Cartridge as spare parts that consumers can purchase from service centers.

## **2.5 CRM & Loyalty**

- 5 years warranty (2-year standard warranty + 3-year extended warranty) against scale build-up in versions with Pure Steam anti-calc cartridges. The spare part related to scale build-up is the soleplate assy.
- No registration required. Purchase receipt to be used as verification of purchase date.
- The 5-year warranty is applicable to all countries for the range with anti-calc cartridge system. For the non-cartridge system, for example GC7610, the 5-year warranty is not applicable.
- The communication is via
  - Printing on the F-box
  - POS stickers on the product
  - Tray card on the stand
  - Online FAQ
  - Call center training

F-box:



POS sticker:



Tray Card:





## 3 Technical Product Description

### 3.1 Range overview



RRP	€150	€170	€180	€ 180
	PerfectCare Pure for demineralised water	PerfectCare Pure with Pure steam cartridges	PerfectCare Pure with Pure steam cartridges	PerfectCare Pure with Pure steam cartridges
<b>Code</b>	GC7610	GC7620	GC7630	GC7635
<b>Colour</b>	Remafin Blue	Dalia Purple	Parachute purple	Jim purple
<b>T-ionicGLIDE</b>	✓	✓	✓	✓
<b>Anti scale</b>	Demineralised water/IronCare	2 Cartridges	2 Cartridges	2 Cartridges
<b>Steam rate</b>	120	120	120	120
<b>Bar</b>	5	5	5	5
<b>SOS (g)</b>		180	200	200
<b>Carry Lock</b>			✓	✓
<b>Auto off</b>			✓	✓
<b>Which Channel</b>	Where consumers can be informed	Exclusive	All	Exclusive

### 3.2 Product specifications

Voltage: 220V – 240V  
Power consumption: 2400W / 2800W  
Frequency: 50 – 60Hz

### 3.3 New commercial features

Below are highlights of key features. There are also some videos explaining the product, its benefits and some how-to videos. The videos are on marcom exchange: <https://www.marcomxchange.philips.com>  
Please look for the toolkits, perfectcare 2013.

**1** World's most compact high power steam generator

## Compact, light...

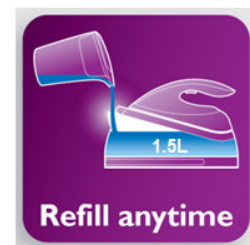


✓ Up to 40% more compact  
✓ Up to 40% lighter

Easy to carry  
Easy to store  
Fit on any ironing board

Answer to the #1 reason for steam iron user not to buy a steam generator

## ...with very strong steam performance



## 2 Without compromising on OptimalTEMP

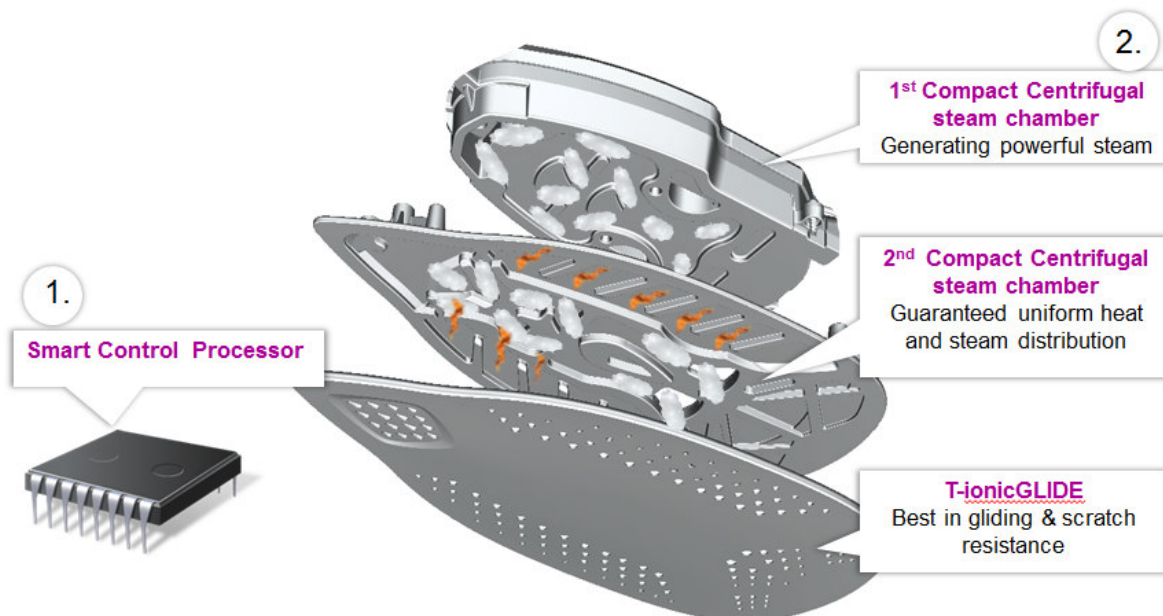


Tested & approved by  
independent fabrics  
specialists



- ✓ **100% Easy to use,**  
no adjustments required
- ✓ **100% Safe**  
on all ironable fabrics
- ✓ **100% fast,**  
no other steam generator is faster


A technology breakthrough



## Performance: T-ionicGLIDE gliding and scratch



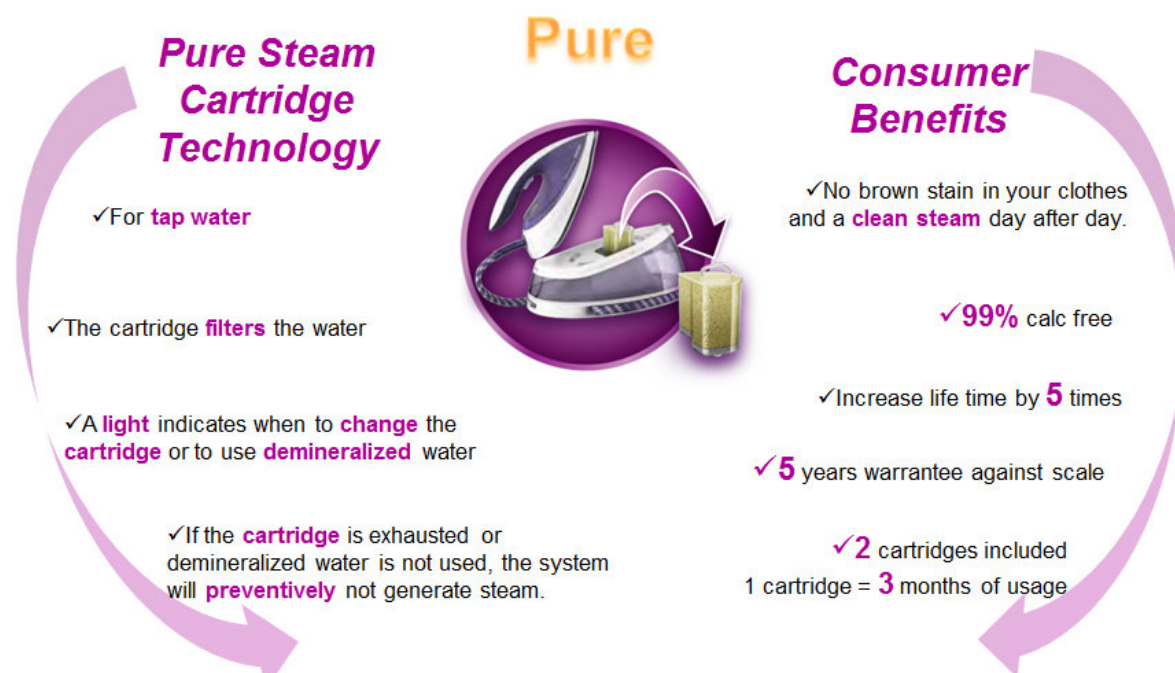
T-ionicGLIDE glides up to  
**25% better** than STEAMGLIDE

		<u>SteamGlide</u>
Glide	3.6	2.8
Scratch	0.17	0.24

Using CTTN/SLG/IEC test protocols

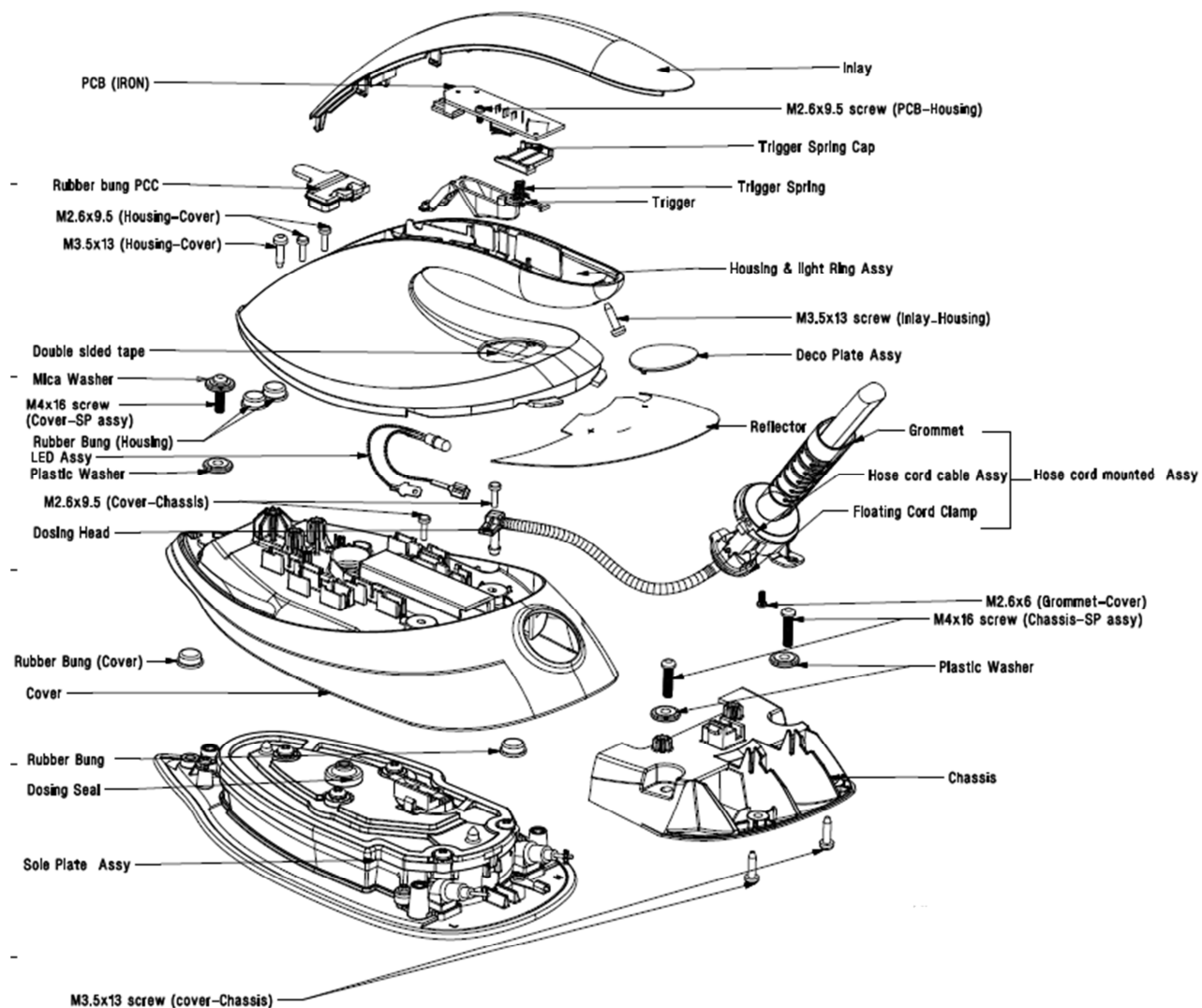
3

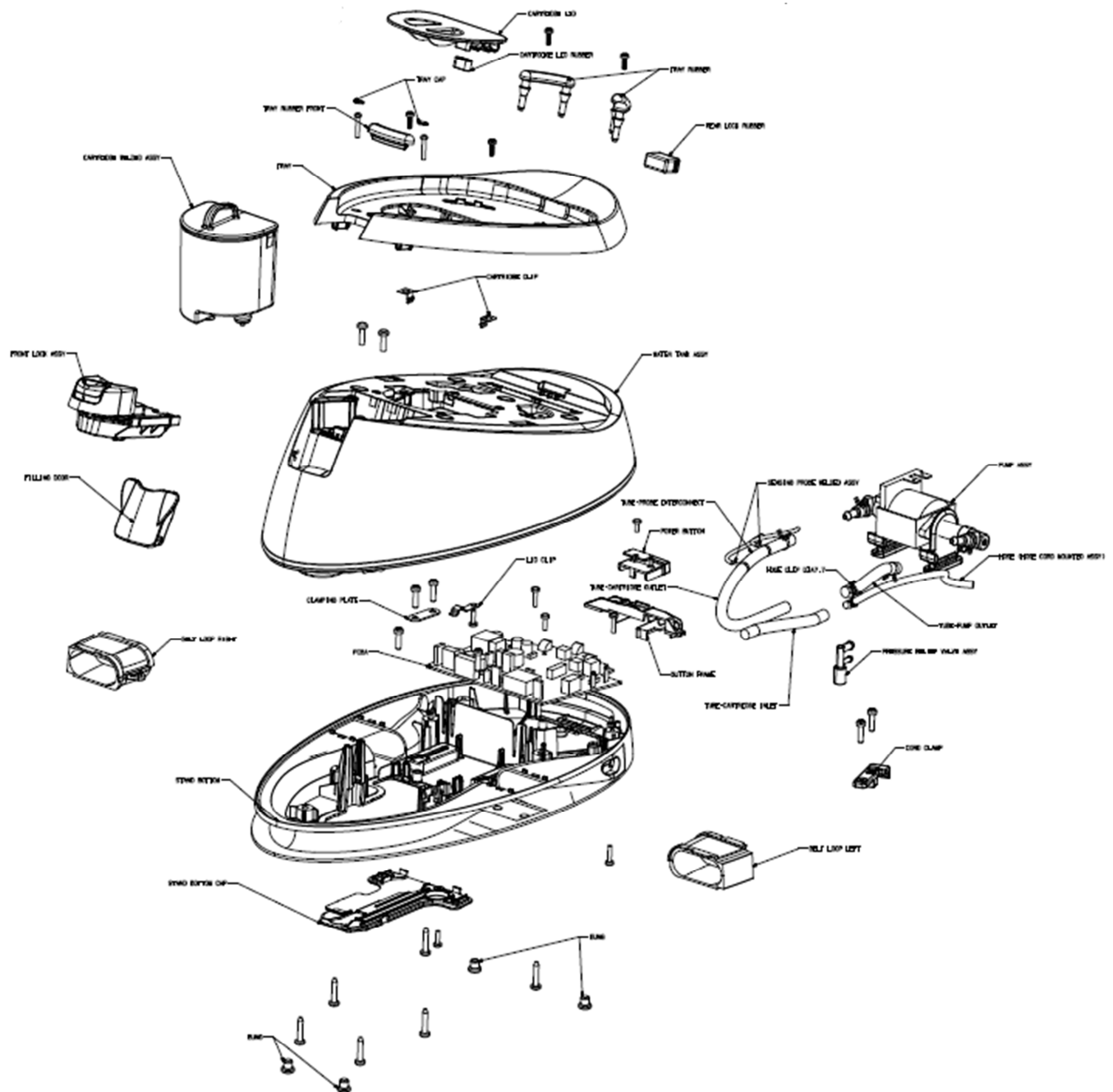
## The most effective anti calc system in the market





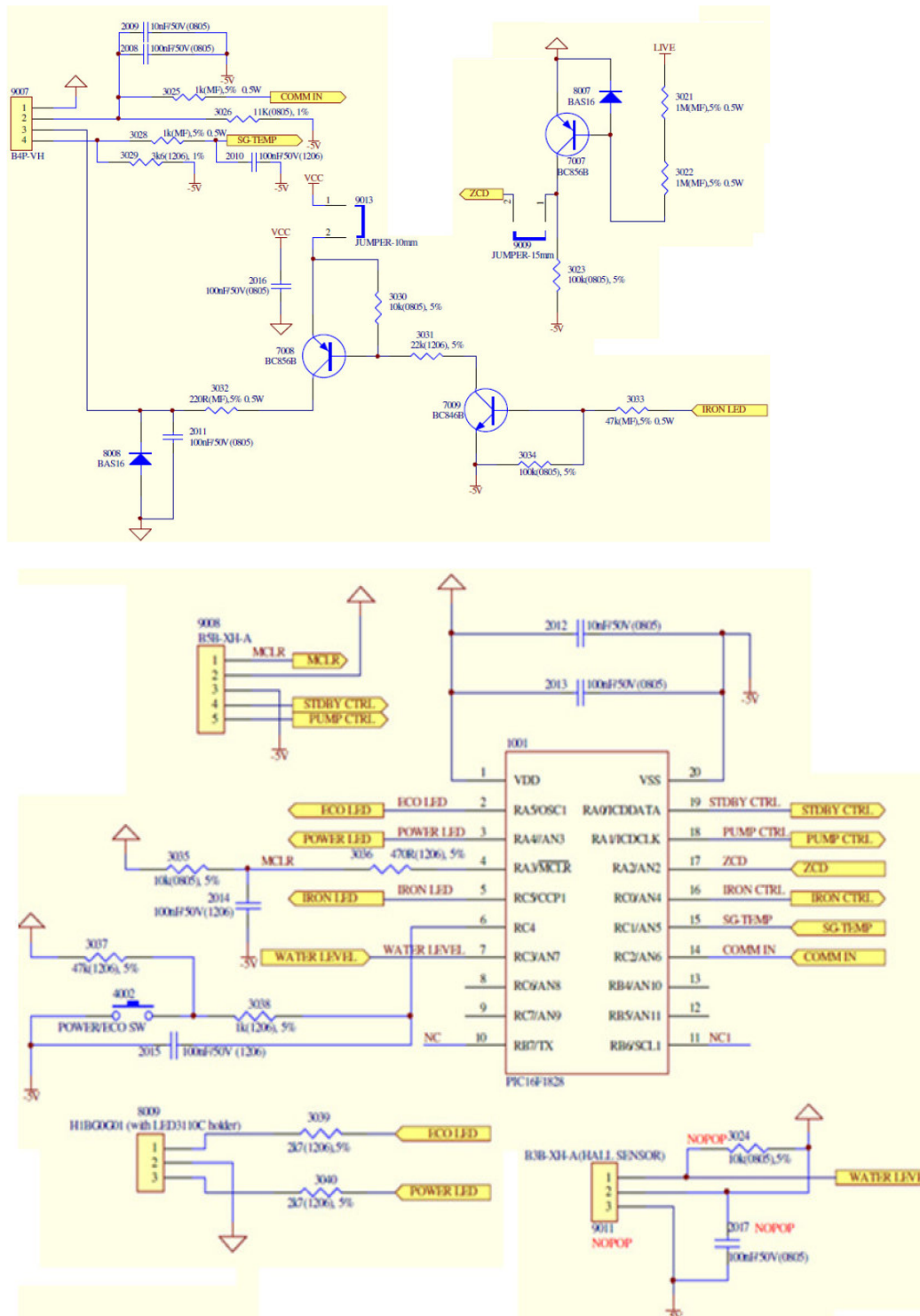
### 3.4 Mechanical



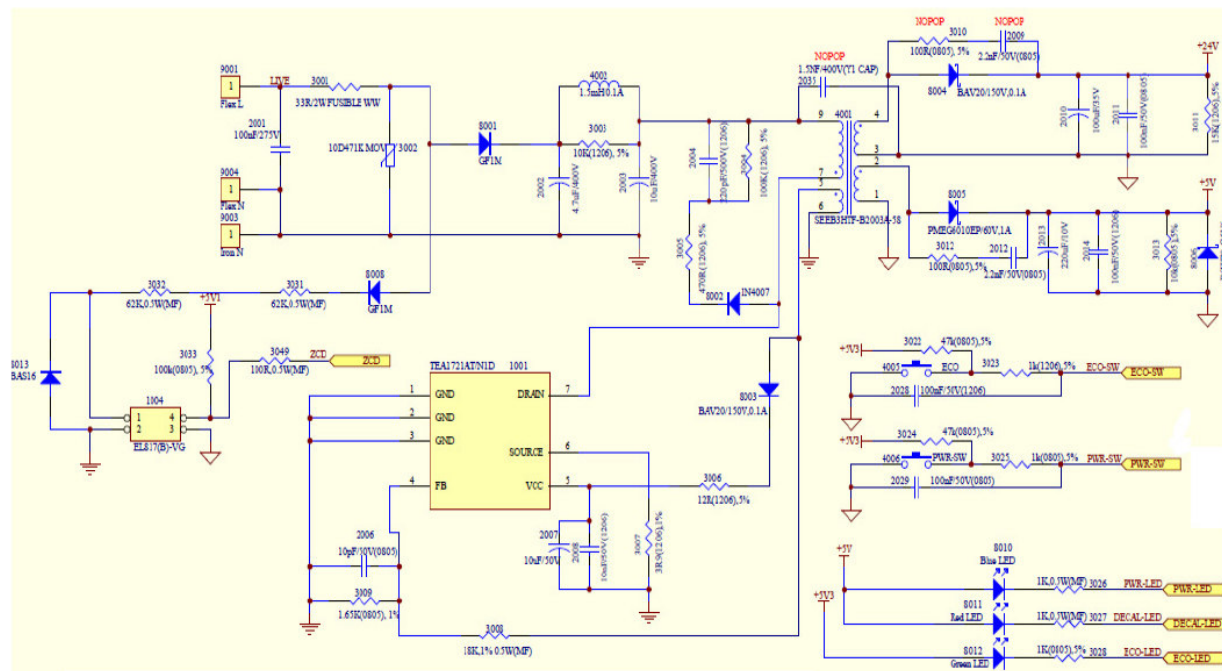


### 3.5 Electrical

Low End (Non cartridge version)



High End (Cartridge version)





## 4 Consumer Care Package planning

### 4.1 Consumer Care Package

Item	Detail	Availability Timing	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u> (Product+accessories)	User manual Warranty card Product label	Wk1326	Simone/Therese	
<u>Web – pre purchase</u> (Product+accessories)	FAQ Leaflet Demo video 360° picture	Wk1334	Teck Kiat/Therese David Jeanson	
<u>Web – post purchase</u> (Product+accessories)	FAQ Tips & Tricks	Wk1334	Teck Kiat/Therese	
<u>Specify items for call center</u> (Product+accessories)	Call Center training Training samples (6 pcs GC7630)	Wk1334 Wk1333	Teck Kiat Kok Leng	Cost of 6pcs training samples for call centers
<u>Specify items for service center</u>	Service manual and critical spare parts on stock	Wk1336 (Launch)	Jason Loo	

### 4.2 Medical product training

N/A

### 4.3 Special phone number

N/A

### 4.4 FAQ (Frequently Asked Questions)

FAQ will be translated into following languages:

Dutch, German, Italian, French, Spanish, American English, Brazilian Portuguese, Simplified Chinese, Russian.

### 4.5 Repair & exchange

- Service BOM will be phased in to SPA2 system and Service Manuals uploaded to CCR system before product launch date.
- Service readiness: Service Centers are able to order spare parts for repair activities as needed.

## **4.6 Software and firmware**

N/A

## **4.7 Consumer Replaceable Parts via online shop (optional)**

Anti-calc cartridge will be available as commercial accessory GC002 (2 cartridges per pack), GC004 (4 cartridges per pack) via online shop [www.philips.com/shop](http://www.philips.com/shop).

# **5 Prepare Consumer Care Network (optional)**

## **5.1 Web (optional)**

Below support materials will be made available on the web before launch:

- FAQ
- Leaflet
- DFU
- Quick Start Guide
- Tips & tricks
- How to contact Philips

## **5.2 Contact Centre (optional for non-medical)**

Online training will be conducted for call centers before launch. Product samples will be delivered to individual call centers to facilitate online training.

- Sitel Iberia
- Sitel UK
- Sitel Germany
- Sitel Poland
- Call center Turkey
- Call center Russia

## **5.3 Repair & Exchange (optional for non-medical)**

- Service BOM will be phased in to SPA2 system and Service Manuals uploaded to CCR system before product launch date.
- Service readiness: Service Centers are able to order spare parts for repair activities as needed.

## **5.4 Spare parts (optional)**

Critical spare parts to facilitate the 5-year warranty against scale are supplied in-house. Their availability during the warranty period will be assured by supplier.

- Anti-calc cartridge
- Soleplate mounted assy

CTN	GC7610		GC7620	
12NC	889761020220		889762030010	
Pos	12NC	Description	12NC	Description
1	423902177141	SOLEPLATE MTD ASSY	423902177141	SOLEPLATE MTD ASSY
2	423902653721	DOSING HEAD	423902653721	DOSING HEAD
3	423902653733	COVER	423902653733	COVER
4	423902179783	HOUSING & LIGHT RING ASSY	423902179893	HOUSING & LIGHT RING ASSY
5	423902177653	LED Assy	423902178811	LED Assy
6	423902177592	IRON PCBA	423902177592	IRON PCBA
7	423902179803	HOSE CORD MTD ASSY	423902179913	HOSE CORD MTD ASSY
8	423902653774	CHASSIS	423902653774	CHASSIS
9	423902656044	TRIGGER	423902656114	TRIGGER
10	423902653813	INLAY	423902653813	INLAY
11	423902179822	DECO PLATE ASSY	423902179932	DECO PLATE ASSY
12	423902180011	STAND BOTTOM	423902653833	STAND BOTTOM
13	423902653841	STAND BOTTOM CAP	423902653841	STAND BOTTOM CAP
14	423902656062	BELT LOOP LEFT	423902656132	BELT LOOP LEFT
15	423902656072	BELT LOOP RIGHT	423902656142	BELT LOOP RIGHT
16	423902176211	PUMP ASSY	423902181341	PUMP ASSY
17	423901560861	TUBE-PUMP OUTLET	423901560543	TUBE-PUMP OUTLET
18	423901010111	HOSE CLIP	423901010261	HOSE CLIP
19	423902179841	TRAY - NO LOCK	423902179951	TRAY - NO LOCK
20	423901560431	TRAY RUBBER	423901560431	TRAY RUBBER
21	423901560442	TRAY RUBBER FRONT	423901560442	TRAY RUBBER FRONT
22	423902655921	TRAY CAP	423902655921	TRAY CAP
23	423902179853	WATER TANK ASSY	423902179965	WATER TANK ASSY
24	423902656092	FILLING DOOR	423902656172	FILLING DOOR
25	242207098399	POWER CORD	242207098399	POWER CORD
26	423902179881	POWER BUTTON	423902180811	POWER BUTTON
27	423902177584	POWER BOARD PCBA	423902177574	POWER BOARD PCBA
28			423902178464	CARTRIDGE
29			423902177724	SENSING PROBE
30			423908103340	TUBE-PROBE INTERCONNECT

CTN	GC7630		GC7635	
12NC	889763030010		889763530010	
Pos	12NC	Description	12NC	Description
1	423902177141	SOLEPLATE MTD ASSY	423902177141	SOLEPLATE MTD ASSY
2	423902653721	DOSING HEAD	423902653721	DOSING HEAD
3	423902653733	COVER	423902653733	COVER
4	423902179693	HOUSING & LIGHT RING ASSY	423902179523	HOUSING & LIGHT RING ASSY
5	423902178811	LED Assy	423902178811	LED Assy
6	423902177592	IRON PCBA	423902177592	IRON PCBA
7	423902179713	HOSE CORD MTD ASSY	423902177353	HOSE CORD MTD ASSY
8	423902653774	CHASSIS	423902653774	CHASSIS
9	423902655964	TRIGGER	423902653784	TRIGGER
10	423902653813	INLAY	423902653813	INLAY
11	423902179722	DECO PLATE ASSY	423902179532	DECO PLATE ASSY
12	423902653833	STAND BOTTOM	423902653833	STAND BOTTOM
13	423902653841	STAND BOTTOM CAP	423902653841	STAND BOTTOM CAP
14	423902655982	BELT LOOP LEFT	423902655982	BELT LOOP LEFT
15	423902655992	BELT LOOP RIGHT	423902655992	BELT LOOP RIGHT
16	423902181341	PUMP ASSY	423902181341	PUMP ASSY
17	423901560543	TUBE-PUMP OUTLET	423901560543	TUBE-PUMP OUTLET
18	423901010261	HOSE CLIP	423901010261	HOSE CLIP
19	423902179741	TRAY - NO LOCK	423902179551	TRAY - NO LOCK
20	423901560431	TRAY RUBBER	423901560431	TRAY RUBBER
21	423901560442	TRAY RUBBER FRONT	423901560442	TRAY RUBBER FRONT
22	423902655921	TRAY CAP	423902655921	TRAY CAP
23	423902179755	WATER TANK ASSY	423902179755	WATER TANK ASSY
24	423902656012	FILLING DOOR	423902656012	FILLING DOOR
25	242207098399	POWER CORD	242207098399	POWER CORD
26	423902180811	POWER BUTTON	423902179631	POWER BUTTON
27	423902177574	POWER BOARD PCBA	423902177574	POWER BOARD PCBA
28	423902178464	CARTRIDGE WELDED ASSY#	423902178464	CARTRIDGE WELDED ASSY#
29	423902177724	SENSING PROBE	423902177724	SENSING PROBE
30	423908103340	TUBE-PROBE INTERCONNECT	423901560412	TUBE-PROBE INTERCONNECT
31			423902179601	FRONT LOCK

## **6 Communication around medical device claim**

N/A

## **7 BOM/ODM Supplier agreements**

### **7.1 Consumer Care Package supplied by ODM (optional)**

N/A

### **7.2 Initial stocking confirmation**

N/A

### **7.3 Charge back agreements (WCA)**

N/A

### **7.4 Warranty outsourcing (WCA+) (optional)**

N/A

### **7.5 Supplier parts performance (optional)**

N/A

## 8 Field Feedback

### 8.1 Fast feedback program

For medical products a fast feedback program is mandatory

(Product quality fast feedback; at minimum first 100 products reviewed 100%)

Feedback	regions	Quantity	cost	Yes / No
REPAIR VIA INITIAL WORKSHOP?	APMEA, Europe, Latam, Nafta	N/A	€ n/a	YES/NO
Call center feedback (NPS EasyExtract)	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO
Web feedback (BazaarVoice, Amazon)	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO
Rapid exchange (IWS workshop)	APMEA, Europe, Latam, Nafta	100	€ 1000	YES/NO
			€ n/a	
Total fast feedback cost			€ 1000	

### 8.2 NPS (optional)

Yearly workshop for NPS Win Promoter Plan

### 8.3 Consumer product experience feedback (optional for non medical)

Consumer Touch point	Medium	Additional cost
Call center	NPS Easy Extract Freetext	No
Web	Online Reviews (BazaarVoice, Amazon)	No

### 8.4 FAQ maintenance (optional)

On-going online FAQ review based on top hits and successfulness of FAQ.

## 9 Consumer Care cost prediction

### 9.1 Predicted Field Quality (PFQ) or Field Call Rate (FCR)

*FCR target: 4.3% (LE FCR target @ CR stage) 25% of total volume*

*FCR target: 3.7% (HE FCR target @ CR stage) 75% of total volume*

- Minimal impact on FCR & CONQ due to extended warranty. Extended warranty is limited to scale issue which is effectively addressed via the build-in anti-calc cartridge system.
- The effectiveness is verified by positive result in in-house prolong ironing test for 6 years usage.
- The cartridge system is such that if the cartridge is exhausted or demineralized water is not used, the system will preventively stop producing steam to protect the appliance from damage due to scale build-up. The cartridge replacement is therefore de-risked of human dependence, ensuring consistent calc-free steaming.

### 9.2 Cost per Call

0.2% of Sales

### Cost per Incident (CPI) & Expected Call Center costs

*CPI: €43.73 (Source: Cognos MidEnd PSG average CPI\_Jan12 to Jun13)*

### 9.3 Cost of non Quality (ConQ)

REGION	$\left\{ \frac{\text{FCR} \times \text{CPI}}{\text{NNP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NNP}} \right\} = \text{ConQ in \% of sales}$	CoNQ (% OF SALES)
Europe	PER LE FCR TARGET 4.3% PER HE FCR TARGET 3.7%	<b>2.55%</b> <b>2.22%</b>
Latam	PER ABOVE FORMULA	<b>NO LAUNCH</b>
Nafta	PER ABOVE FORMULA	<b>NO LAUNCH</b>
APMEA	PER LE FCR TARGET 4.3% PER HE FCR TARGET 3.7%	<b>2.29%</b> <b>2.00%</b>

ACR = calls year / sales year

REGION	Sales * Net-Net price * CoNQ in % = CoNQ in Euro	CoNQ, EURO
Europe (60K pcs sales /yr)	<b>25% (60K x 80 x 2.55%) + 75% (60K x 80 x 2.22%)</b> <i>ASSUME: OF TOTAL VOLUME, 25% LE MODEL, 75% HE MODEL</i>	€110.5K
Latam	<b>NO LAUNCH</b>	€
Nafta	<b>NO LAUNCH</b>	€
APMEA (10K pcs sales /yr)	<b>25% (10K x 90 x 2.29%) + 75% (10K x 90 x 2.00%)</b> <i>ASSUME: OF TOTAL VOLUME, 25% LE MODEL, 75% HE MODEL</i>	€18.7K

\_\_\_\_\_ +

Total cost of one year sales	<b>BASE ON 70K PCS SALES PER YEAR</b>	€129.2K
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## 10 Risk Management

N/A

## 11 Additional information (optional)

N/A

## 12 Annexes (optional)

### 12.1 Project Plan (optional)

N/A

### 12.2 Checklist (optional)

N/A