

Consumer Care Book

Air Purifier Simba CR



Deliverable Owner:

Linda Xu

Status:

Save-date:

2016/10/22

BG CMM: Jiang, Juliet

Signature:

Juliet

Date: 2016.08.23

Version History

The current document version is described below:

Version	Date of Changes	Change Summary
01	2016/02/22	Initial version
02	2016/06/01	Update info
03	2016/08/22	Final version
04	2016/10/22	Add US version

1 1. Product introduction, planning

1.1 Product introduction

Simba will replace Rose in the Air portfolio starting in Q3 for the China & India Market.

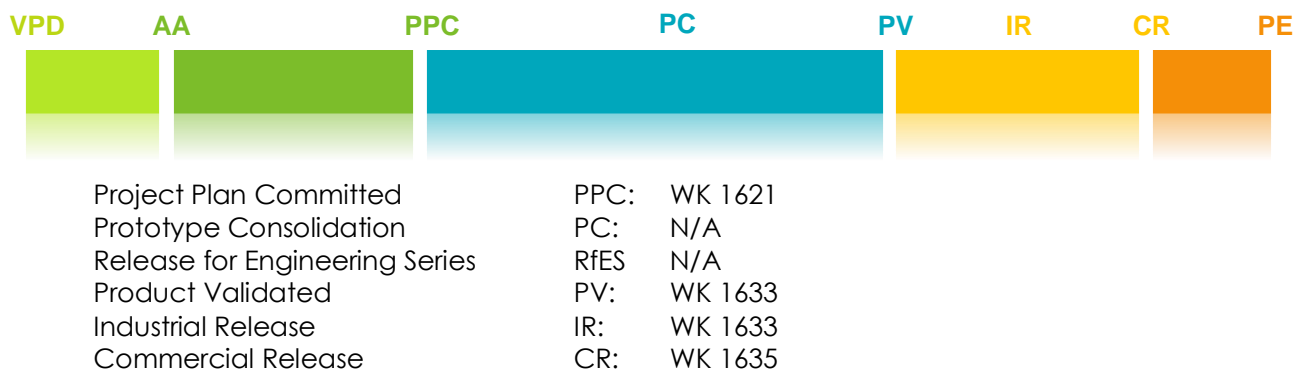
1.2 Product VPW

Refer to Simba VPW



Simba - China VPW
v2.pptx

1.3 IPD Milestones



1.4 Introduction Regions/countries, Quantities

	2016	2017	2018	2019	2020	Total
Simba China – JD	14K	43K	50K	50K	50.9K	200.9K
Simba China – Tmall	9K	47K	52K	52K	44.7K	204.7K
Simba China – offline	8.5K	25K	47K	47K	47K	175K
Simba India LE	7K	6K	8K	10K	6K	37K
Simba India HE	7.2K	15.8K	23.6K	25K	20K	92K
Total	45.7K	136.8K	180.6K	184K	168.8K	709.6K
Simba US		15K	24K	31K	25K	95K

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
India	2	Repair/ carry in	Module swap /scrap
US	2	Exchange	Exchange

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			
						Active Evaluation	Purchase	Post Purchase	Loyalty
Front end touch points									
In-box / on box									
	User Manual	IR	Y	PRC	CMM		X	X	
	Quick Start Guide	IR	Y	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	*	
	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	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	CR	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.	CR	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	Y	CCP	CCP			X	

	Consumer Replaceable Parts (CRP)	CR	N	CCP	CCP			x	
	Training package diagnostics & repair	CR	Y	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	N	CCP	CCP			x	

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

Spare part / 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?
TBD	TBD	TBD	TBD	TBD	TBD

4 Launch preparation & Execution

4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
China	TBD	1	CO MM/CO CC
India	TBD	1	CO MM/CO CC
US	TBD	1	CO MM/CO CC

4.2 Fast Feedback Program

Feedback Channels	Remarks	regions	Quantity	Accountable
Service Centers	China Online(AC1210)	China	25	CO CC
Service Centers	China Online(AC1216)	China	25	CO CC
Service Centers	China Offline(AC1212)	China	20	CO CC
Service Centers	India (AC1211)	India	15	CO CC
Service Centers	India (AC1215)	India	15	CO CC
Call Centers	US (AC1213)	US	30	CO CC

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

<i>Best case @CREX:</i>	<u><i>China</i></u> <i>0.7</i>	<u><i>India</i></u> <i>0.7</i>	<u><i>US</i></u> <i>2.6</i>
<i>Worst case @CREX:</i>	<i>0.7</i>	<i>0.8</i>	<i>4.2</i>
<i>FCR target:</i>	<i>0.7</i>	<i>0.7</i>	<i>2.6</i>

5.2 Contact Center costs

Region	Contact center cost % VS sales	Remark
China	0.27%	According to China 2015 data for Air
India	0.12%	According to India 2015 data of other Categories
NAM	0.54%	According to NAM 2015 data of DA

5.3 Cost per Incident (CPI)

Refer to the CPI of Simba

China – 16.15 EUR

India – 17.08 EUR

5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales	
	Best case	Worst case
China	0.17%	0.17%
India	0.15%	0.17%
US		

5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training	<i>China Offline x 1</i>	CO CC
Call center training	<i>India Online x 1</i>	CO CC
Pre-launch testing	<i>China Offline x 1</i>	CO CC
Call center training	<i>US x 2</i>	CO CC
Pre-launch testing	<i>US x 1</i>	CO CC
Fast feedback	<i>China Online x 25</i>	CO CC
Fast feedback	<i>China Offline x 25</i>	CO CC
Fast feedback	<i>India Online x 30</i>	CO CC

6 Technical Product Description

Refers to TPS and Service manual