

Consumer Care Book

Project name : **Quinoa**
Project description : **Viva Noodle/Pasta Maker**



HR2370/05&HR2342/06&HR2345/19



HR2371/05&HR2345/29



HR2372/05&HR2345/39

BG CMM: Serena Wen
Signature:



Date:

Aug 9, 2016

Author: Karen Liu
Date: JUL-04-2016
AKB: SHW-01-001-16001R02
Version: Final / CR

Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2016-01-04	Initial version
0.2	2016-07-04	Final version
0.3	2016-12-12	Add version
0.4	2016-01-05	Add version

1. Product introduction, planning

1.1 Product introduction

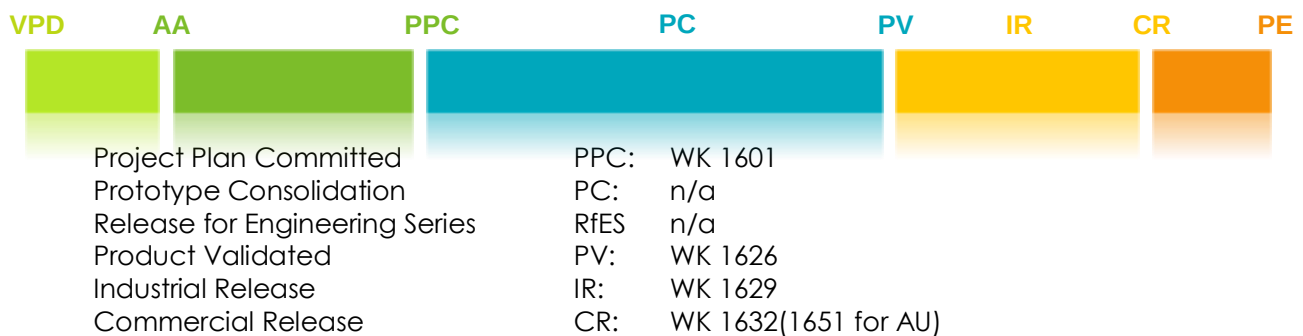
Project Quinoa is new generation of Noodle/Pasta Maker, differ from existing Avance Noodle/Pasta maker, with new technical platform as entry-level solution. It makes you to have a fully automatic noodle/pasta maker at affordable price and compact size that can make fresh homemade pasta without taking much time and skills, also easily fits in my kitchen and storage.

1.2 Product VPH



VPW_QUINOA_PPC.pdf

1.3 IPD Milestones



1.4 Introduction Regions/countries, Quantities, Price

Type number	Region	First shipment	Total Planned quantity (5 years)	RRP
HR2370/05	North America	Sep-2016	200 k	199 USD
HR2371/05				
HR2372/05				
HR2342/06	AU	Dec-2016	60k	239 AUD
HR2345/19	IT	Jan-2017	2.5K	169 Euro
HR2345/29	IT	Jan-2017	2.5K	169 Euro
HR2345/39	IT	Jan-2017	2.5K	169 Euro

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, 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
North America	1	Exchange	Scrap / refurbish
AU	2	Model Level Repair	Model Level Repair
IT	2	Model Level	Model Level Repair

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	y	PRC	CMM		x		
	Registration card	IR	y	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	y	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	y	PRC / KE	CMM	x	x	x	
	User Manual	CR	y	DFU	CMM	x	x	x	
	CRPs online	CR+4wk	y	CCP	CEM		x	x	
	Instruction videos (tutorials)	CR	y	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
	Medical training requirements	IR	y	Glob al Care	BG CC mr	x	x	x	x
	Activate product as medical in PFS	CR	y	CM M	BG CC Mgr	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	y	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)

In exchange service policy, service part list refer to Service manual in FYP.

Part's description	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Online shop
Flour cup	Y	Y	N	N	N
Water cup	Y	Y	N	N	N
Cleaning tools	Y	Y	N	N	N
Shaping discs	Y	Y	N	N	N
Mixing chamber	Y	Y	N	N	N
Mixing chamber lid	Y	Y	N	N	N
Shaping disc holder	Y	Y	N	N	N
Mixing paddle	Y	Y	N	N	N
Squeezing bar	Y	Y	N	N	N
Squeezing tube	Y	Y	N	N	N

3.3 FAQ (Frequently Asked Questions)

Refer to FYP.

4 Launch preparation & Execution

4.1 Field feedback collection

Feedback Channels	Remarks	regions	Quantity
Return devices	Collection by support of CO CC	Northern America	20 pcs

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate

FCR target for Global*: 1.22%

For US&AU

Best Case@ CREX: 1.1%

Worst Case@ CREX: 1.2%

Note: Global * excl. North America, since North America is not in range of regions reporting FCR24 via Cognos .

5.2 Contact Center costs, per contacts

Region	Contact centre cost %age vs Sales
North America	0.1%
AU	NA
IT	0.7%

Note: Refer to cotact center % vs sales for MAG_E18 in North America.

5.3 Cost per Incident (CPI)

Region	CPI
North America	15 €
AU	NA
IT	€ 18

Note: Since refurbishment policy in North America, take reference figure from PING in USA.

5.4 Expected Cash-Out cost

Region	Cash Out %age vs Sales	
	Best Case : 1.1%	Worst Case : 1.2%
North America	0.62%	0.68%
AU	NA	NA
IT	2.12%	2.68%

5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training NA	3 pcs	CO CC
Call center training AU	1 pcs	CO CC
Call center training IT	1 pcs	CO CC

6 Technical Product Description

6.1 *Mechanical- Service Manual*

Refer to TPS & Service manual in FYP.