

Consumer Care Book Daily Steamer

Steamer HD9105
HD9115

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Approved by

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(Please place signature)

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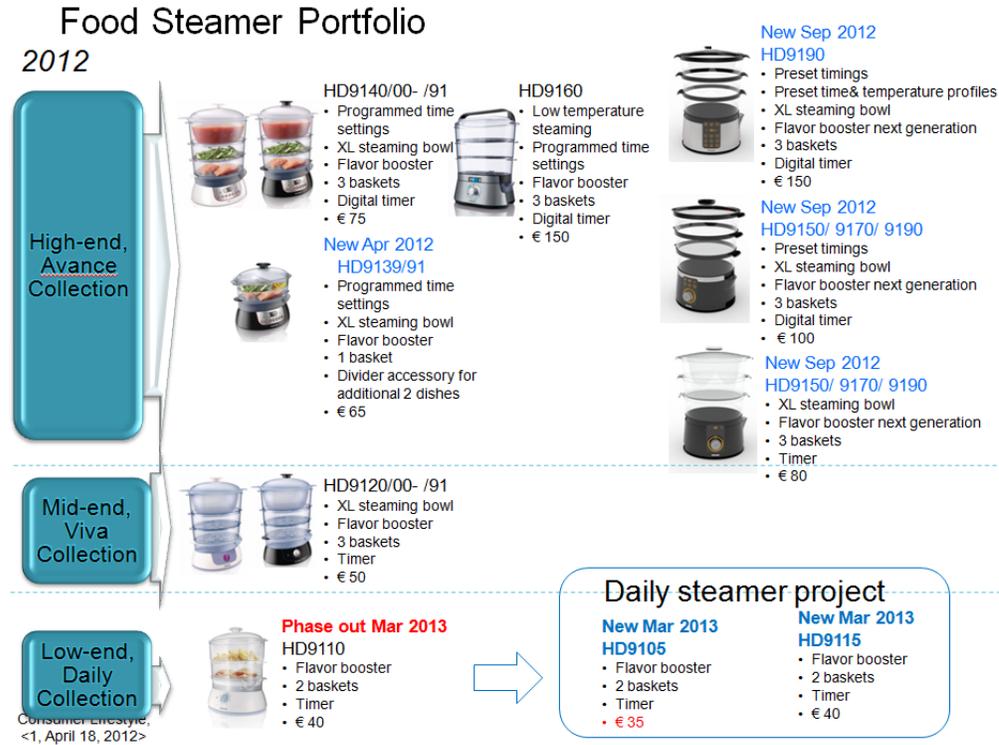
Date: 2012-5-25

Product picture:



Product introduction

The purpose for developing Daily steamer is to extend Philips sales and market share in Q2 2013. Philips is building up a full price range portfolio to become a more credible player in steaming market and covering lower price levels to get more listings also for higher price level steamer (e.g. in France and CEE).



This is the product specification of Daily steamer:

Brand/ model	Philips HD9115	Philips HD9105
Key message	Discover fuller flavours	Discover fuller flavours
Key country	RU, FR	RU, FR
Rec.Ret.Price	2,200 RBL (RU)/ 40 EUR (FR)	1,700 RBL (RU)/ 30 EUR (FR)
Power (W)	900 W	900 W
Number of baskets	2	2
Basket material	Plastic	Plastic
Volume for cooking	5L (2,5L+2,6L), 1,1L rice bowl	5L (2,5L+2,6L)
Stackable baskets	Yes	Yes
Removable basket bottoms	Yes PC tray + PP bottom	No Non-removable PP tray
Drip tray	Yes	Yes
Rice/ soup bowl	Yes	No
Egg rack in baskets	Yes	Yes
Housing material	Plastic	Plastic
Turbo steam generator	No	No
Water refill indication	Yes (transparent water tank)	Yes (transparent water tank)
Filling water tank from outside	Yes	Yes
Food ready feedback	Timer bell	Timer bell
Power-on light	Yes	Yes
Timer	Manual (60 min)	Manual (60 min)
All removable parts dishwasher	Yes	Yes
Keep warm function	No	No
Cord storage	Yes (needs double checked by tunbow when internal construction is done as product is more compact than HD9110)	Yes (needs double checked by tunbow when internal construction is done as product is more compact than HD9110)
Flavor booster	Yes	Yes

Consumer Care Focus

1. Pre-purchase
 - a. Daily collection is positioning as a low-end collection. (reference model: HD9110)
 - b. Content to deliver for web content included: User Manual, general FAQs, SBOM and Service Manual, these will be ready at CR

2. Post – purchase
 - a. Content to deliver for web content included: FAQs

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Going Price
HD9105	France, Russia, Platino, Central Eastern Europe, Ukraine,	28k	€ 34.8
HD9115	France, UK & Ireland, Poland, Russia, Platino, Central Eastern Europe, Greater China	75k	€ 41.6

Focus country: Russia & France

IPD milestones

PPC wk1223
 IR wk1247
 CR wk1252

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Steamer
 - West Europe: Exchange
 - Russia and Rest of the World: Carry in, repair, module swap

Accessories, consumer replaceable parts

Accessories will be made available:

- On line: thru ASWP on-line shop (BNL, F, DA only)
- Call center (ordering local service provider)
- Service center (ordering via DHL)

Consumer touch points for consumer care

In-box
 Web (.com, .care, on-line-shop)
 Call center
 Trade
 Service centers

ConQ prediction & cost driver assumption (business case at PPC)

	CONQ%*	FCR%	CPI	Attachment
HD9105	1.58% + 0.3% = 1.88%	1.33%	€18.64	 CPI_DailySteamer HD9105_wk1221.xlsm
HD9115	1.58% + 0.3% = 1.88%	1.33%	€21.57	 CPI_DailySteamer HD9115_wk1221.xlsm

*Call center cost as % of sales (Amount of calls/ total sales): 0.3%

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	User manual QSG Warranty card	CR	Susan Zhao Can Akar	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Cathy Lau Can Akar	
<u>Web – post purchase</u>	User manual FAQ	CR	Can Akar Cathy Lau	
<u>Specify Items for Service Center</u>	Service manual and Service BOM	CR-2weeks	Carmen Au	

Consumer Experience feedback loop – plse specify

Consumer Touch point	Medium	Additional cost
Call center	Easy Xtract Freetext	No
Web	Easy Xtract Freetext	No