

Consumer Care Book

<CR Milestone >

Project name : **<Super Mario>**
Project ID : **<GC66xx>**

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Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2013-06-27	Initial version (CSB 01-430-13017)
0.2	2013-12-13	Second version (CSB 01-430-13017)
0.3	2014-01-15	Third version (CSB 01-430-13017)

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1. Introduction, planning



1.1 General Introduction

Super Mario steam generator with temperature selection is designed to provide new look to our current low range steam generator

1.2 IPD milestones



Project Plan Committed	PPC:	wk 1326
Prototype Consolidation(optional)	PC:	wk 1334
Product Validated	PV:	wk 1349
Industrial Release	IR:	wk 1403
Commercial Release	CR:	wk 1403
Launch Date	LD:	wk 1411

1.3 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	First shipment	Total Planned quantity	FSP	IVPR	net – net price	RRP
GC6602	DACH	Wk1401	2080	€ 29.70	€ 92.04	€ 59.83	€ 109.99
GC6605	Benelux	Wk1402	1280	€ 29.80	€ 92.04	€ 59.83	€ 109.99
GC6611	France	Wk1402	832	€ 30.70	€ 100.41	€ 65.27	€ 119.99
GC6615	UK & Ireland	Wk1403	3512	€ 31.93	€ 100.41	€ 65.27	€ 119.99
GC6621	CEE	Wk1404	1632	€ 33.90	€ 108.78	€ 70.71	€ 129.99
GC6625	Russia	Wk1402	1472	€ 34.00	€ 108.78	€ 70.71	€ 129.99
GC6631	Italy	Wk1404	1920	€ 34.10	€ 125.51	€ 81.58	€ 149.99
	Turkey						

1.4 Total predictions of sales (sales in Year / total sales)

Planned sales year of introduction: **223K**

Planned sales total period: **641K**

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) Quick start guide Safety & Warranty leaflet	Replace / Repair/ carry in / home repair	Module swap / scrap / refurbish
Europe	Call center Web support DFU Leaflet Quick start guide	Replace / Repair/ carry in / home repair	Module swap / scrap / refurbish
Nafta	Call center Web support DFU Leaflet Quick start guide	Replace / Repair/ carry in / home repair	Module swap / scrap / refurbish
Latam	Call center Web support DFU Leaflet Quick start guide	Replace / Repair/ carry in / home repair	Module swap / scrap / refurbish

2.2 Web specifics (optional)

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

2.3 Contact Centre specifics (optional)

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

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

2.4 Repair & Exchange specifics (optional)

R&E scenarios (R&E Experience versus Repair Process)

- (1) Two year warranty (= standard for DAP products)
- (2) Workshop Repair policy for Europe/ Russia/Turkey/ CEE
- (3) CRP - TBC

2.5 CRM & Loyalty

- (1) Two year warranty (= standard for DAP products)

3 Technical Product Description

3.1 Range overview



CTN	GC6602	GC6605	GC6611	GC6615	GC6621	GC6625	GC6631
Colors	Aqua blue, with grey hose	Marina blue, with grey hose	Parachute purple with grey hose	Renol blue with grey hose	Renol blue, with blue hose	Parachute purple, with purple hose	Parachute purple, with purple hose
Warehouse	April 14	Mid-May	April 14	April 14	April 14	April 14	April 14
On shelf date	May 14	June 14	May 14	May 14	May 14	May 14	May 14
Classification	Deal	Deal	Good	Good	Good	Good	Good
Countries	WE, Russia, Turkey	UK, Italy	ALL	ALL	ALL	ALL	France, Turkey, Russian, ANZ,
Channels	Customer Exclusive	Customer Exclusive	BG and online	All (w/o BG&online)	BG and online	All (w/o BG&online)	Exclusive FR
Steam rate	90 g/min	95 g/min	95 g/min	95 g/min	100 g/min	100 g/min	110 g/min
Bar pressure	4	4	4.2	4.2	4.3	4.3	4.5
Water tank	1.2 L	1.2 L	1.2 L	1.2 L	1.2 L	1.2L	1.2L
Soleplate	Non-stick	Non-stick	Non-stick	Ceramic	Ceramic	Ceramic	Ceramic
Vertical steam	yes	yes	Yes	Yes	Yes	yes	yes
SOS			120	140	140	160	170
Carry Lock					yes	yes	yes
Safety auto off							Yes
	Dach : Real, metro BNL : Blokker UK: ALL WE: Not international key accounts	Argos-uk All- Italy (Not on Amazon) DFU: Only English and Italian	Europe	Europe + ASEAN	Europe	Europe + ASEAN	FR Exclusive Turkey, Russia, ANZ, ASEAN

3.2 Product specifications

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

3.3 New commercial features

N/A

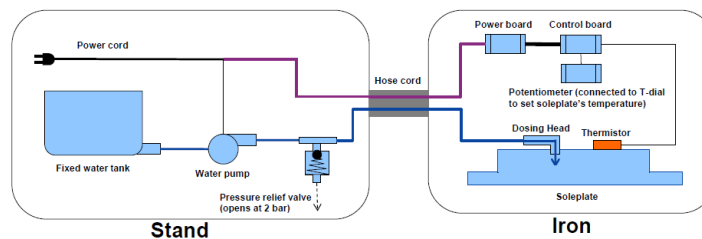
3.4 Mechanical

Part No.	Description	Quantity	Material
44	EC1730-10-16	1	PC IR2200
43	EC1730-00-06	1	开关盖/开关孔盖 70 ± 5
42	EC1730-00-04	1	压缩弹簧3 Compressing spring 3 1 02004/06.0X06.0X0.0
41	EC1730-00-01	1	硅胶垫 Silicon pad 1 硅胶垫/硅胶垫 50 ± 5
40	EC1730-02-05	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
39	EC1730-02-05	1	电机板 power PCB asm 1 电机板/电机板 50 ± 5
38	EC1730-10-17	1	电机板 power PCB box 1 电机板/电机板 50 ± 5
37	EC1730-10-27	1	电源线 Cord bushing 1 PP RJ3018-100/100 ± 0.20
36	EC1730-10-12	2	自攻螺钉 Screw 2 自攻螺钉/自攻螺钉 50 ± 5
35	EC1730-10-12	1	顶盖 Top cover 1 PP RJ3018
34	EC1730-10-14	1	调速旋钮 dial knob 1 PC IR2200
33	EC1730-10-20	1	压片 Cord clamp 1 PA-156G
32	EC1730-10-19	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
31	EC1730-10-19	1	电位器 Potentiometer box 1 PC IR2200
30	EC1821	4	方形垫圈 Square washer 4 0.5x1.2mm/0.5x1.2mm/0.5x1.2mm
29	EC1730-00-02	1	密封胶 I seal ring 1 密封胶/密封胶 0.5 ± 0.1
28	EC1730-00-02	1	喉箍 Throat clip 1 喉箍/喉箍 0.5 ± 0.1
27	EC1730-10-22	1	焊头 Head connector 1 PP RJ3018
26	EC1730-00-02	1	喉箍 Throat clip 1 喉箍/喉箍 0.5 ± 0.1
25	EC1730-00-02	1	喉箍 Throat clip 1 喉箍/喉箍 0.5 ± 0.1
24	EC1730-00-02	1	硅胶纤维管 Silicon fiber tube 1 0.5x1.2mm/0.5x1.2mm/0.5x1.2mm
23	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
22	EC1730-00-02	1	弹簧 Spring washer 1 0.5x1.2mm/0.5x1.2mm/0.5x1.2mm
21	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
20	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
19	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
18	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
17	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
16	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
15	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
14	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
13	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
12	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
11	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
10	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
9	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
8	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
7	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
6	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
5	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
4	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
3	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
2	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5
1	EC1730-00-02	1	自攻螺钉 Screw 1 自攻螺钉/自攻螺钉 50 ± 5

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1		2		3		4								
A				27	EC1739-01-23	安全阀组件 Safety valve ass	1	EC1739						
				26	EC1739-60-02	翘板开关 Rocker switch	1	16A 250V/带灯						
				25	EC1739-10-08	开关支架 Switch bracket	1	PC IR2200						
				24	EC1739-80-03	喉夹 Throat clip	1	Φ7.0 × Φ1.2/SUS304						
				23		接线座 Terminal block	3	30端子(40脚)/250V/50°C/耐潮湿/耐UV/Φ2.1(线径)/20mm						
				22		自攻螺钉 Screw	2	BT×12/A/十字槽平圆头/电镀锌/电镀锌/电镀锌/电镀锌						
				21	XB3218-3-05	压线码 Cord clamp	2	PA66+15%GF						
				20		自攻螺钉 Screw	1	BT×12/A/十字槽平圆头/电镀锌/电镀锌/电镀锌/电镀锌						
				19		自攻螺钉 Screw	4	BT×14/A/十字槽平圆头/电镀锌/电镀锌/电镀锌/电镀锌						
				18	EC1739-40-04	水泵支架 1 Pump bracket1	1	防油胶/邵氏硬度70 ±5						
B				17	EC1739-10-01	机座身 Unit base body	1	PP HJ801R						
				16	EC1739-60-03	水泵 Pump	1	220-240V-50/60Hz 16W						
				15	EC1739-40-05	水泵支架 2 Pump bracket2	1	防油胶/邵氏硬度70 ±5						
				14	EC1720-40-03	底座 Bottom foot	4	气橡胶						
				13		自攻螺钉 Screw	11	BT×10/A/十字槽平圆头/电镀锌/电镀锌/电镀锌/电镀锌						
				12		硅胶管 Silicon tube	1	Φ3.7×Φ7.0×170/透明						
				11	EC1739-10-25	水管接头 Water tube connector	1	PP HJ801R						
				10	EC1706-40-02	密封圈 Seal ring	1	橡胶(邵氏硬度:58-60)/耐温150℃						
				9		自攻螺钉 Screw	4	BT×12/A/十字槽平圆头/电镀锌/电镀锌/电镀锌/电镀锌						
				8	EC1739-A-01-22	水箱组件 Water tank ASM	1	EC1739-A						
C				7		自攻螺钉 Screw	9	BT×12/A/十字槽平圆头/电镀锌/电镀锌/电镀锌/电镀锌						
				6		自攻螺钉 Screw	3	BT×12/A/十字槽平圆头/电镀锌/电镀锌/电镀锌/电镀锌						
				5	EC1739-A-10-05	滑锁座 Bolt base	1	PA66+50%GF						
				4	EC1739-A-10-07	定位卡扣 Location fastener	1	PC IR2200						
				3	EC1739-A-10-04	锁扣 Lock fastener	1	PA66+50%GF						
				2	EC1739-A-80-02	弹簧 2 spring 2	2	Φ4.4×Φ0.5×18.5/P=2						
				1	EC1739-10-01	释放按钮 Release button	1	PA66+15%GF						
				序号		代号	名称	数量	材料及规格	备注				
						型号:		图号: EC1739-A-01-20		版次: A				
						名称: 蒸汽站组件 Steam station asm								
D						编码:								
							比例:	设计:	日期:					
							单位: mm	校对:	日期:					
							幅面: A3	标准化:	日期:					
							共 1 张 第 1 张	审核:	日期:					
1		2		3		Form No.01-165-D								

3.1 Electrical



4 Consumer Care Package planning

4.1 Consumer Care Package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u> (Product+accessories)	User manual Warranty card Product label	Wk1344 (PV)	Simone/ Therese	
<u>Web – pre purchase</u> (Product+accessories)	FAQ Leaflet Demo video 360° picture	Wk1351 (CR)	Simone/ Therese Lori	
<u>Web – post purchase</u> (Product+accessories)	FAQ Tips & Tricks	Wk1351 (CR)	Simone/ Therese	
<u>Specify items for call center</u> (Product+accessories)	Training material for call center	Wk1416	Tang Teck Kiat	7x GC 6631 Samples for call center
<u>Specify items for service center</u>	Service manual and critical spare parts on stock	Wk1417 (LD)	Tan Meng Kuan	

4.2 Medical product training

N/A

4.3 Special phone number

N/A

4.4 FAQ (Frequently Asked Questions)

Online FAQ will be translated to available default language on different country website.

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)

N/A

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, per launch regions

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

5.3 Repair & Exchange (optional for non-medical)

Repair option for all service center

5.4 Spare parts (optional)

GC6615				
Iron Assembly			Stand Assembly	
Pos	Service Code	Description	Service Code	Description
1		CONTROL PCB ASSY		WATER TANK ASSY
2		LAMP COVER		SEAL RING
3		STEAM KNOB		WATER TUBE CONNECTOR
4		HOUSING		SILICON TUBE
5		KNOB CYLINDER		BOTTOM FOOT
6		KNOB SPRING		PUMP BRACKET 2
7		STEAM TUBE CONNECTOR		PUMP
		BASE		
8		THERMAL INSULATION PAD		UNIT BASE BODY
9		SOLEPLATE ASSY		PUMP BRACKET 1
10		SILICON FIBER TUBE		CORD CLAMP
11		THREAT CLAMP		THERMINAL BLOCK
12		BEND CONNECTOR		THROAT CLIP
13		THROAT CLIP		SWITCH ASSY
14		SEAL RING 1		SAFETY VALVE ASSY
15		POTENTIOMETER BOX		SILICON TUBE
16		CORD CLAMP		THROAT CLAMP
17		DIAL KNOB		CORDBOX COVER
18		TOP COVER		UNIT BASE COVER
19		CORD BUSHING		POWER CORD ASSY
20		POWER PCB ASSY		INSULATION BASE
21		SILICON PAD		SILICON CUSHION 1
22		COMPRESSION SPRING 3		SCREW CAP
23		SWITCH HOLE COVER		WATER TANK CAP
		BUTTON		
24		CONNECTION WIRE ASSY		
25		WIRE CONNECTOR		
26		IRON BASE SUPPORT		

6 Communication around medical device claim.

N/A

7 BOM/ODM Supplier agreements

N/A

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	YES/ NO
Call center feedback	APMEA, Europe, Latam, Nafta		€ n/a	YES/ NO
Web feedback	APMEA, Europe, Latam, Nafta		€ n/a	YES/ NO
Rapid exchange (IWS workshop)	APMEA, Europe, Latam, Nafta	100	€ 1000	YES/ NO
Pre-launch evaluation by Russia CO. Focus area: Consumer perspective and Technical perspective.	APMEA, Europe, Latam, Nafta	2	€ 68.20	
Total fast feedback cost			€ 1068.20	

8.2 NPS (optional)

N/A

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 usefulness of FAQ.

9 Consumer Care cost prediction

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

FCR target: 3.0% (FCR target @ CR stage)

9.2 Cost per Call

0.2% of Sales

Cost per Incident (CPI) & Expected Call Center costs

CPI: €36.61 (Source: Cognos Low End PSG average CPI_Jan12 to Jun13)

9.3 Cost of non Quality (ConQ)

MODEL	$\left\{ \frac{\text{CREX} \times \text{CPI}}{\text{NSP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NSP}} \right\} = \text{ConQ in \% of sales}$	CoNQ (% OF SALES)
GC6602	PER ABOVE FORMULA	2.04
GC6605	PER ABOVE FORMULA	2.04
GC6611	PER ABOVE FORMULA	1.88
GC6615	PER ABOVE FORMULA	1.88
GC6621	PER ABOVE FORMULA	1.75
GC6625	PER ABOVE FORMULA	1.75
GC6631	PER ABOVE FORMULA	1.55
Overall	PER ABOVE FORMULA	1.87

ACR = calls year / sales year

MODEL	Sales * Net-Net price * CoNQ in % = CoNQ in Euro	CoNQ IN EURO
GC6602	40352 x 59.83 x 2.04%	€ 49,251
GC6605	14640 x 59.83 x 2.04%	€ 17,869
GC6611	8192 x 65.27 x 1.88%	€ 10,052
GC6615	27712 x 65.27 x 1.88%	€ 34,004
GC6621	12992 x 70.71 x 1.75%	€ 16,076
GC6625	7552 x 70.71 x 1.75%	€ 9,345
GC6631	14880 x 81.58 x 1.55%	€ 18,815

Total cost of three year sales	GC6602 BASED ON 121,056 PCS SALES	€ 147,753
	GC6605 BASED ON 43,920 PCS SALES	€ 53,607
	GC6611 BASED ON 24,576 PCS SALES	€ 30,156
	GC6615 BASED ON 83,136 PCS SALES	€ 102,012
	GC6621 BASED ON 38,976 PCS SALES	€ 48,228
	GC6625 BASED ON 22,656 PCS SALES	€ 28,035
	GC6631 BASED ON 44,640 PCS SALES	€ 56,445

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