

Consumer Care Book

New Viva breadmaker: New Viva 1

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Product picture:



Product introduction

The New Viva Breadmaker is aim to replace the current HD9020 model.

Reasoning and Business objective

- Objective of this project is to launch a New Viva breadmaker, replacing the current HD9020 model asap
- The approach is 'off the shelf'. This means options identified are leading. Per option to be checked whether it will lead to a valuable proposition
- Main option currently is the appliance from Donlim - model: BM1339 (with AC motor). Option are not limited to this model nor supplier
- Key differentiators: see the reference model plus preferably one 'unique' feature to be added, like 'suitable for all dough types'



Feature:

Crust color setting	yes
Constant warming	yes
Number of settings	12 (1.Basic ; 2.French ; 3. Sweet (Easter cake for Russia) ; 4.Quick ; 5. Cake` ; 6. Jam ; 7. Dough ; 8. Bake ; 9. Kneading ; 10. Whole wheat ; 11.gluten free;12.Home Made)
Quick baking	yes
Jam	yes
French Baguette	no(optional)
Cake	yes
Dispenser	no
Lighted display	no
Detachable lid	no
Materials used	Plastic
Additional/ specific	user interface in local language measuring cup, & measuring spoon, hook
Unique features	silence, compact design

Consumer Care Focus

Consumer care focus will be

1. Pre-purchase

Topic	
Content to deliver	Web content (product leaflet, DFU or QSG, general FAQs, SOM and Service Manual) and call center training material ready before CR
Product positioning	Replace current model HD9020

2. Post – purchase

Topic	
Content to deliver	Web content (FAQs for use and learn, troubleshooting & tips & tricks).
Touch points support	Communicate touch points for service: web; call centre; My Kitchen, live chat, Club Philips.

Country focus: Russia

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Going Price
New Viva Breadmaker	Russia, Argentina, Greater China, CEE, Poland, Nordic, Benelux, Ukraine, Italy, Greece	20k	€ 130

IPD milestones

PPC wk1218
IR wk1228
CR wk1228

Warranty and service policy (break fix)

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

Accessories, consumer replaceable parts

- Bread pan, spoon, measuring cup

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

ConQ as % of sales = $(3\% \times 27.79 / 67.63) + 0.3\% = 1.53\%$

FCR: 3.0%

CPI:

MEASURES as values	<u>Number Of Claims</u>	<u>Amount paid to the claimer</u>	<u>CPI paid to claimers</u>
<u>HD9020/40</u>	181	5,029.80	27.79

NNP (average) = $(\text{€}70.27 + \text{€}65 + \text{€}61.9 + \text{€}61.9 + \text{€}68.42 + \text{€}70.27 + \text{€}70.27 + 68.42 + \text{€}72.22) / 9 = 67.63$

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>	Usermanual QSG Warranty card	CR	Susan Zhao Peter Jeeninga	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Kathy Lau Peter Jeeninga	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks	CR	Peter Jeeninga Kathy Lau / Carmen Au	
<u>Specify items for call center</u>	Product samples On-line call center training	CR-2weeks	Peter Jeeninga Carmen Au	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-2weeks	Carmen Au	

Consumer Experience feedback loop – please specify

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