

Consumer Care Book

<PV Milestone>

Project name : **Daily Touch**
Project ID : **GC502/ GC504/ GC506**

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Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2013-06-18	Initial version (CSB 01-430-13016)
0.2	2013-07-11	Change to CL-IPD CC Book Template
0.3	2013-07-22	Content update

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1 1. Introduction, planning



1.1 General Introduction

The new Philips DailyTouch garment steamer is designed for easy crease removal every day.

1.2 IPD milestones



Project Plan Committed	PPC:	wk 1250
Prototype Consolidation(optional)	PC:	wk 1250
Product Validated	PV:	wk 1325
Industrial Release	IR:	wk 1328
Commercial Release	CR:	wk 1331
Launch	LD:	wk 1338
Project End	PE:	wk 1345

1.3 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	First shipment Arrival week	Total Planned quantity	FSP	IIP	net – net price	Going price
GC50x	China	Wk1338	390 k	€ 27.27	€ 21.80 – 32.74	€ 27.24 – 40.90	€ 49.790 74.75 (RMB 399 – 599)
GC50x	ASEAN	Wk1404	150 k	Reference to China version			

Region	Model	Launch Qty (2013) (k)	Annual volume (k)
China	GC502	5.8	35
	GC504	4.5	25
	GC506	3.5	22
China	Total	13.8	82
Malaysia	All range	2	15
Singapore	All range	1	5
Vietnam, Indonesia	All range	1	5
Taiwan	All range	1	5
ASEAN	Total	5	30
Grand Total		18.8	112

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

Planned sales year of introduction: **60 K**
Planned sales total period: **540 K (till 2016)**

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

2.2 Web specifics

Below support materials will be made available on the web before launch:

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

2.3 Contact Centre specifics

Online training will be conducted for call centers before launch.

- China Call center

2.4 Repair & Exchange specifics

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

- (1) Two year warranty (= standard for DAP products)
- (2) Workshop Repair policy for APMEA (Compact Steamer – AG: 3514)
- (3) Workshop Exchange policy for EUROPE (Compact Steamer – AG: 3514)
- (4) Consumer Replaceable Part in service center.

2.5 CRM & Loyalty

N/A

3 Technical Product Description

3.1 Range overview



Specification	LE (Online) GC502	ME GC504	HE GC506
RRP (RMB)	399	499	499
Color	Blue	Pink	Purple
Power	1500W @ 220V	1500 W @ 220V	1500 W @ 220V
Time to steam	< 1 min	< 1 min	< 1 min
Steam rate (max)	30 g/min	30 g/min	30 g/min
Steam settings	1	1	2
Water tank	Detachable	Detachable	Detachable
Water tank capacity	1.4L	1.4L	1.4L
Autonomy time (max)	45 min	45 min	45 min
Garment hanger	Pole and steamer head holder	Pole with garment hanger	Pole with garment hanger
Over heating protection	Yes	Yes	Yes
Steam hose	Silicon + contton braided	Silicon + contton braided	Silicon + contton braided
Pleat maker	No	No	No
Glove	Yes	Yes	Yes

3.2 Product specifications

Voltage (HV): 220V – 240V
Power consumption: 1500 W
Frequency: 50 – 60 Hz

Voltage (LV): 110V – 127V
Power consumption: 1090 W
Frequency: 50 – 60 Hz

3.3 New commercial features

Below are highlights of key features.

For GC502, GC504 and GC506

Powerful continuous steam



Powerful continuous steam is blown through the nozzles, enabling you to remove creases with only a few strokes.

Detachable water tank



Large, detachable, transparent water tank suitable for 30 minutes of steaming. Easy refill with large filling hole.

XL steam plate



The special ergonomic steamer head has an XL steam plate which helps you achieve results quickly.

Safe on all garments



The steamer is safe to use on all fabrics. It is a great solution for delicate fabrics like silk.

Adjustable pole



Integrated adjustable pole for hanging your garments while using the steamer. It is collapsible for easy storage.

PVC free silicon steam hose

The steam hose is made of silicon material which is the safe and healthy choice for use with steam. As the safety and health of your family is important, no PVC is used in the steam hose.

For GC504, GC506

Special garment hanger



Special garment hanger lets you easily hang your garments like shirts, dresses and trousers while using the steamer.

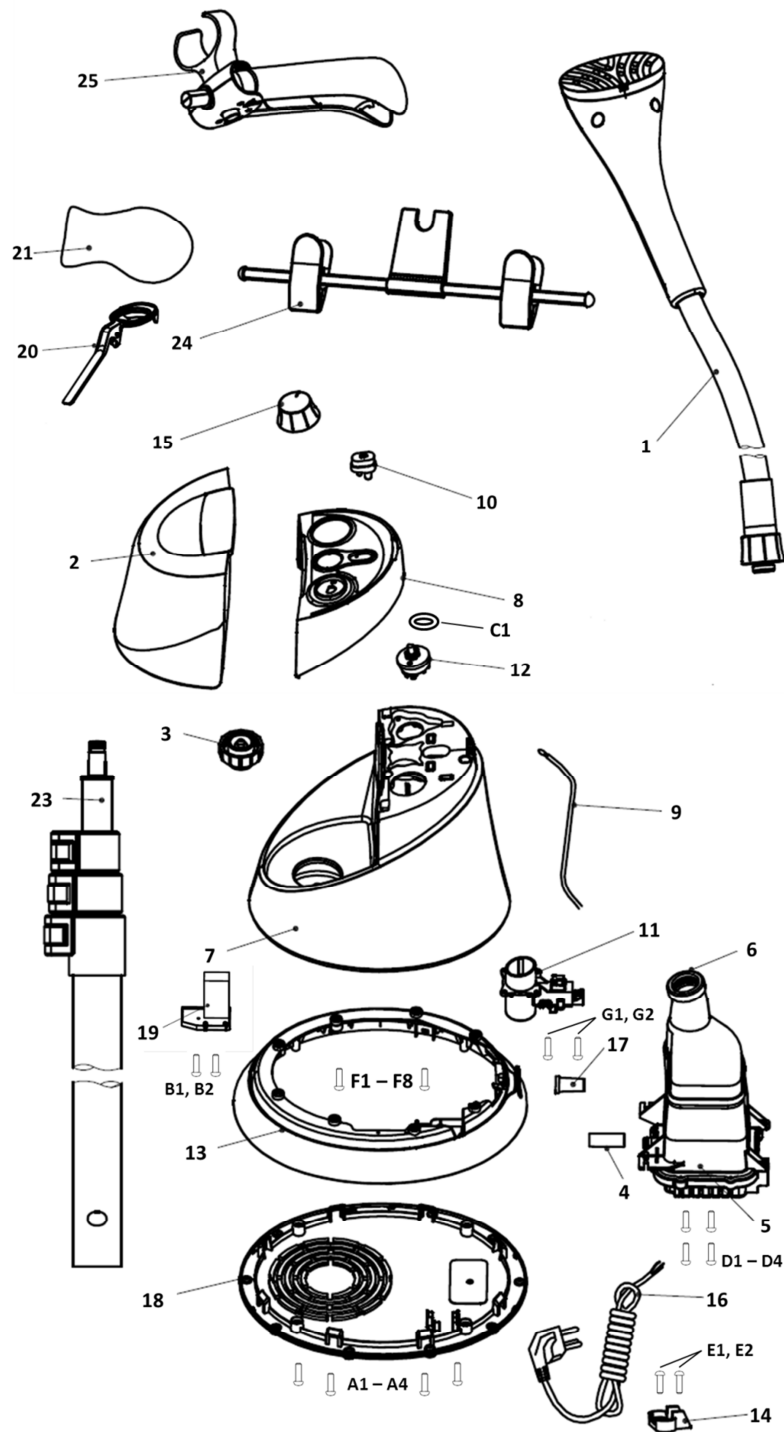
For GC506

Perfect pleats made easy



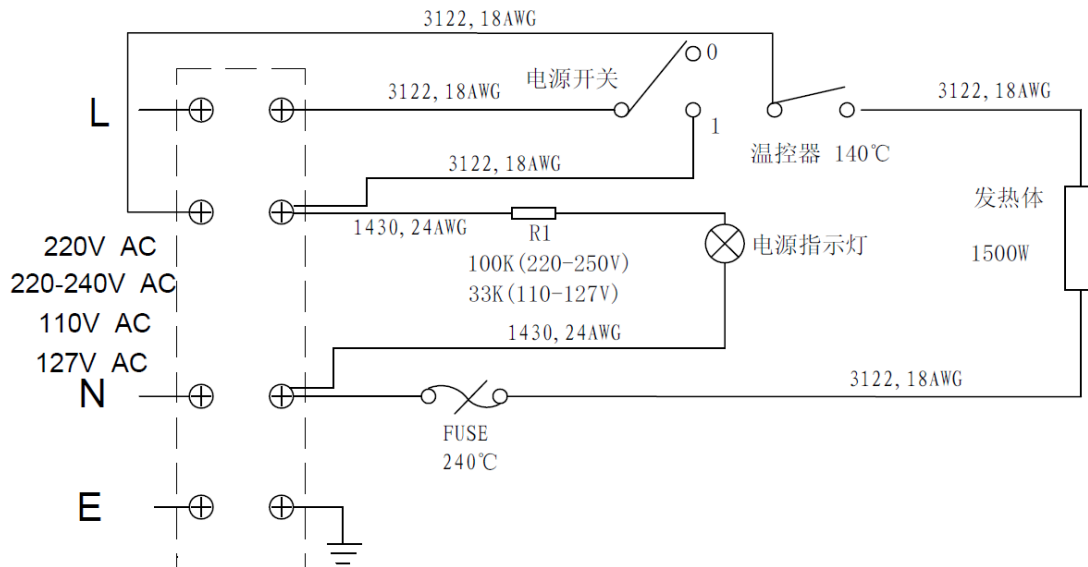
Perfect pleats made easy with pleat making accessory.

3.4 Mechanical

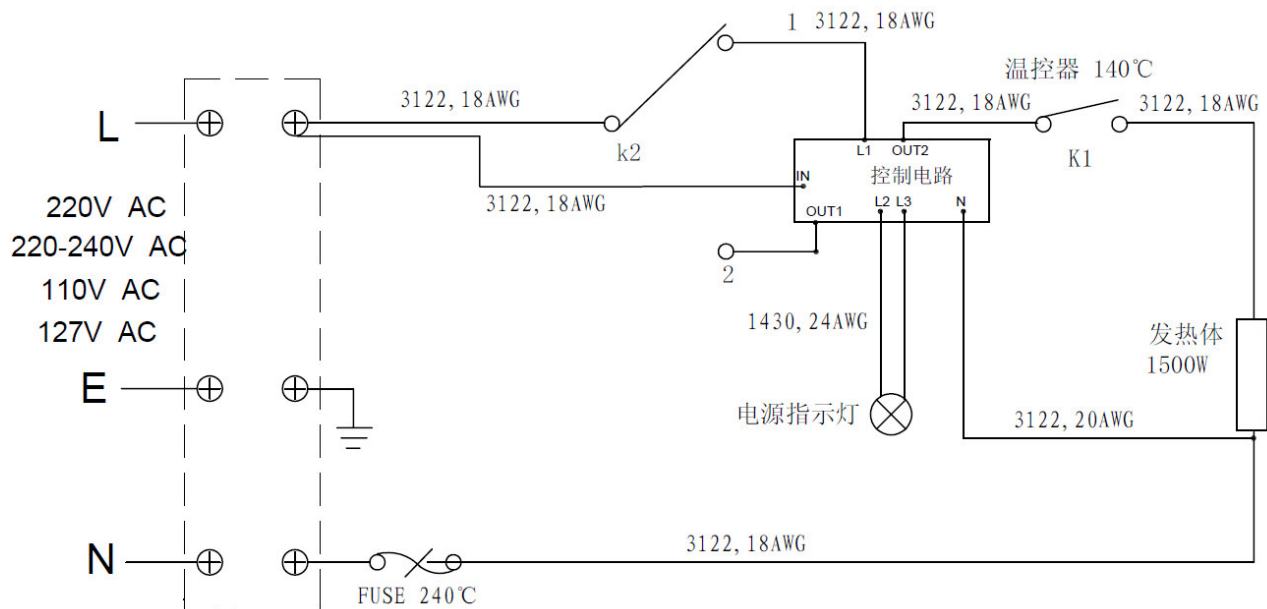


3.5 Electrical

- GC502, GC504



- GC506



4 Consumer Care Package planning

4.1 Consumer Care Package

Item	Detail	Availability Timing	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u> (Product+accessories)	User manual Warranty card Product label	Wk1325 (PV)	Jimmy Loke/ Sun Yini	
<u>Web – pre purchase</u> (Product+accessories)	FAQ Leaflet	Wk1335 Wk1335	Sun Yini/ Teck Kiat Berkay	
<u>Web – post purchase</u> (Product+accessories)	FAQ Tips & Tricks	Wk1335	Sun Yini/ Teck Kiat	
<u>Specify items for call center</u> (Product+accessories)	Call Center training	Wk1334	Teck Kiat	
<u>Specify items for service center</u>	Service manual and critical spare parts on stock Fast feedback support for market issue; planned qty of 40pcs (LE=10pcs; ME=10pcs; HE=20)	Wk1338 (LD) Wk1338 (LD)	Jason Loo Teck Kiat	Product samples (n=40)

4.2 Medical product training

N/A

4.3 Special phone number

N/A

4.4 FAQ (Frequently Asked Questions)

FAQ will be translated into following language:

Simplified Chinese, English (US), Korean

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)

N/A

5.3 Repair & Exchange (optional for non-medical)

- 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.

5.4 Spare parts (optional)

	GC502		GC504		GC506	
	889050228710		889050438710		889050638710	
Pos#	OEM P/N	Description	OEM P/N	Description	OEM P/N	Description
1	20980006	Steamer head and hose - Blue	20980007	Steamer head and hose - Pink	20980008	Steamer head and hose - Purple
2	20360007	Water tank - Blue	20360008	Water tank - Pink	20360009	Water tank - Purple
3	20980013	Water tank seal - Blue	20980014	Water tank seal - Pink	20980015	Water tank seal - Purple
4	38220005	Rubber connector	38220005	Rubber connector	38220005	Rubber connector
5	20980021	Heater bowl	20980021	Heater bowl	20980022	Heater bowl
6	30270112	Rubber seal	30270112	Rubber seal	30270112	Rubber seal
7	20410679	Housing	20410679	Housing	20410679	Housing
8	20410129	Cover - Blue	20410254	Cover - Pink	20410648	Cover - Purple
9	30150153	Lamp	30150153	Lamp	30150154	Lamp
10	20111220	Lock knob - Blue	20111221	Lock knob - Pink	20111222	Lock knob - Purple
11	20980016	Lock	20980016	Lock	20980016	Lock
12	38130015	Switch	38130015	Switch	38130016	Switch
13	20111209	Skirt	20111209	Skirt	20111209	Skirt
14	20111226	Cord holder	20111226	Cord holder	20111226	Cord holder
15	20111213	Switch knob - Blue	20111214	Switch knob - Pink	20111215	Switch knob - Purple
16	30120006	Power Cord	30120006	Power Cord	30120006	Power Cord
17	20111230	Power Cord rubber	20111230	Power Cord rubber	20111230	Power Cord rubber
18	20111210	Base cover	20111210	Base cover	20111210	Base cover
19	n/a	n/a	n/a	n/a	30140009	PCBA
20	n/a	n/a	n/a	n/a	30350171	Pleat maker
21	40210017	Glove	40210017	Glove	40210017	Glove
22	20111227	Steamer head holder	n/a	n/a	n/a	n/a
23	30260004	Steamer pole	30260004	Steamer pole	30260004	Steamer pole
24	n/a	n/a	30310004	Garment clip	30310004	Garment clip
25	n/a	n/a	20980012	Garment hanger	20980012	Garment hanger

6 Communication around medical device claim

N/A

7 BOM/ODM Supplier agreements

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

Feedback	regions	Quantity	cost	Yes / No
REPAIR VIA INITIAL WORKSHOP?	APMEA, Europe , Latam , Nafta	N/A	€ n/a	YES/ NO
Call center feedback (NPS EasyExtract)	APMEA, Europe , Latam , Nafta	First 1 year	€ n/a	YES/ NO
Web feedback (BazaarVoice, Amazon)	APMEA, Europe , Latam , Nafta	First 1 year	€ n/a	YES/ NO
Rapid exchange (China service network)	APMEA, Europe , Latam , Nafta	40	€ 1100	YES/ NO
			€ 1100	
Total fast feedback cost			€ 1100	

8.2 NPS (optional)

Yearly workshop for NPS Win Promoter Plan

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)	No

8.4 FAQ maintenance (optional)

On-going online FAQ review based on top hits and successfulness of FAQ.

9 Consumer Care cost prediction

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

FCR target: 2.0% (FCR target @ IR stage)

9.2 Cost per Call

0.15% of Sales

Cost per Incident (CPI) & Expected Call Center costs

CPI: €30.12 (Source: Cognos E84 Compact Steamer average CPI_Jun12 to Jun13)

9.3 Cost of non Quality (ConQ)

REGION	$\left\{ \frac{\text{FCR} \times \text{CPI}}{\text{NSP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NSP}} \right\} = \text{ConQ in \% of sales}$	CoNQ (% OF SALES)
China	PER ABOVE FORMULA	1.56%
Latam	PER ABOVE FORMULA	NO LAUNCH
Nafta	PER ABOVE FORMULA	NO LAUNCH
Europe	PER ABOVE FORMULA	NO LAUNCH

ACR = calls year / sales year

REGION	Sales * Net-Net price * CoNQ in % = CoNQ in Euro	CoNQ IN EURO
China (120K pcs sales /yr)	540K * 34.07 * 1.56%	€ 287 K
Latam	NO LAUNCH	€
Nafta	NO LAUNCH	€
Europe	NO LAUNCH	€

Total cost of one year sales	BASE ON 540K PCS TOTAL SALES	€ 287 K
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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