

Consumer Care Book OTS Kettle

Kettle HD9300
 HD9400

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Approved by

CMM:

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Product picture:



Product introduction

Reasoning and Business objective

- Objective of this project is to launch a New Kitchen Machine. For requirements, see next slide.
- 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 300 W appliance from Donlim
Option are not limited to this model nor supplier
- Key differentiators: see the reference model plus preferably one 'unique' feature to be added
- Exclusivity for Brazil market is a "must have".



Black with metal bowl



White with plastic bowl

This is the product specification of the glass kettle:

Entry model

- 3 beaters
- Suction feet
- 300W / 5 speeds (or variable)
- 4L Bowl
- Pouring shield

High end model

- All from the low end model plus:
- Stainless steel bowl (or extra bowl with lid?)
- 8 speeds (or variable)
- 300W
- Black color and/or stainless steel finishing

Consumer Care Focus

1. Pre-purchase
 - a. Content to deliver for web content included: User Manual and general FAQs 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	List Price
HD9300 HV	Brazil	14.3k	€129.96
HD9300 LV	Brazil	4.8k	€129.96
HD9400 HV	Brazil	2k	€178.81
HD9400 LV	Brazil	6k	€178.81

Focus country: Brazil

IPD milestones

PPC wk1228
 IR wk1301
 CR wk1303

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Mixer
 - West Europe: Exchange
 - Brazil and Rest of the World: Repair

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

CoNQ as % of sales:

HD9300 = $(2.0\% * 16.00 / 77.97) + 0.3\% = 0.71\%$

HD9400 = $(2.0\% * 16.00 / 107.29) + 0.3\% = 0.60\%$

FCR:

HD9300 = 2.0%

HD9400 = 2.0%

CPI (average):

HD9300: €16.00

HD9400: €16.00

NNP (average):

HD9300: €77.97

HD9400: €107.29

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	Peter Jeeninga/Maartje, Janssen- Loomans Susan Zhao	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Vicki Wan Peter Jeeninga/Maartje, Janssen- Loomans	
<u>Web – post purchase</u>	User manual FAQ	CR	Vicki Wan Peter Jeeninga/Maartje, Janssen- Loomans	
<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