Consumer Care Book - Dry Irons 2.0

GC150, GC160

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Product picture:

Product introduction

Dry iron stays very relevant in parts of the world, especially in ASEAN, India, MEA and Brazil. Dry irons represent around 10% of the total business for Garment Care.

The competitive landscape is moving fast. Competition is refreshing at higher speed. However, our current portfolio is 'out-dated', margins are under pressure and claims are not appealing to consumers as much as competition.

The Dry Iron 2.0 is intended to refresh the portfolio and grow in relevant segments. The objectives are to
1. Maintain healthy IGM
2. Maintain the market share of Diva range, but convert more to the high end iterations.
3. Expand range with heavyweight dry iron GC500 to drive market share growth in MEA/Brazil.

Range Build-up for Dry Iron 2.0

	Crisp White	Citronelle	Vivid Orange	Workwear Blue	Magic Purple
Type Number	**GC150**	**GC150**	**GC150**	**GC160**	**GC160**
Predescessor	GC135	GC135	GC135	GC148	GC148
High Volt	✓	✓	✓	✓	✓
Low Volt (color unconfirmed, for Brazil)	✓			✓	
Low Watt (color unconfirmed, for Indonesia)	✓			✓	
Pointed Tip (Azur Shape)					
	✓	✓	✓	✓	✓
Soleplate Coating					
Linished	✓	✓	✓		
Thin Solgel with Print				✓	✓
Performance					
Claimed Power (W)	1000	1000	1000	1200	1200
Convenience					
T-Dial	XL	XL	XL	XL	XL
Cord length	1.9	1.9	1.9	1.9	1.9
Grip					
Line texturing	✓	✓	✓	✓	✓
Regional Distribution					
	ASIA MEA	ASIA	ASIA MEA	Europe ASIA MEA	ASIA

Value Proposition House

VPH - Modern, Traditional Dry Iron

Modern, traditional dry iron

1. Target group	2. End-user Insight	3. Competitive Environment
1. **Traditional ironer**: Currently I'm using a dry iron, it is easy to clean and it does the job. If I have troubles with getting certain wrinkles out of my garment, I will splash a bit of water on my garment before ironing. I take pride in looking after my family and their clothes. The typical traditional ironer is mostly female, between 35-54 yrs, has lots of ironing experience (irons up to 6 times a week). Often she has a family with kids to look after. 2. **First time ironer**: This iron will be my first steps into ironing. I'm looking for something basic, easy to understand and operate. My main influence on the purchase will be from people I know well, probably family. Main regions for dry irons are Asean, MEA and Brazil. Age between 25-54, single or married (if so up to 2 kids) Ironing up to 1 hr a day, mostly the entire basket	Two groups with different unmet needs: **Traditional ironer** ▪ I am happy using dry irons. I'm convinced the dry iron is the best for me in terms of safety, durability, ease of use and performance. However, my iron just broke down after many years of use and hence I need to replace it. I wish there was a robust, yet slim dry iron to replace my broken one? ▪ I am happy using dry irons. I'm convinced the dry iron is the best for me in terms of safety, durability, ease of use and performance. Though my current dry iron is still working, I think it is already old and I would like to buy a new dry iron if the market offers appealing products. I wish there was a robust, modern dry iron giving me the confidence to get great ironing results? *First-time ironer* ▫ I don't have much experience yet in ironing, so I need a easy-to-use and basic appliance. I wish there was a simple iron that is safe and make ironing more straightforward.	▪ India 　▪ Bajaj (various models) ▪ Brazil 　• Arno/Calor Forma 20 　• Black&Decker F300 　• Mallory Apollo 　• Asean (Malaysia/Thailand) 　　• Panasonic NI 317 　　• Sharp AM-P 333 　• UAE 　　• Black&Decker F150 (Dry&Spray)
4. End- user benefit	**5. Reasons to Believe**	**6. Discriminator** Picture2.png
1. **Efficient way of ironing**: no-nonsense, easy to use, reliable iron, which will serve you for longer than a cheap iron, due to the **outstanding quality** 2. **Safe for you and your family**: safety that lasts over time The Philips dry irons helps you to iron efficiently and safely with a long-lasting iron.	Philips is the **Nr1 ironing brand** in the world with over **50yrs** of experience in developing irons. RtB's in: **1. Efficiency:** 　• Superior (for that price) soleplate (no hot /cold spots, button groove, pointed tip, coating?) 　• Thermostat (reliable for accurate temp control) 　• Ergonomic design **2. Quality:** 　• Good quality materials 　• extensive tests done **3. Safety:** 　• Thermal auto cut off 　• European standard XL stable heel rest 　• Wear resistant cord	Only Philips dry irons give me the **superior quality** and **safety** as well as the **feeling of efficiency** I need. **Traditional ironer** 　Only Philips dry irons provide a trusted and superior dry iron that I can depend on. *First time ironer* 　Only Philips dry irons make it simple to get started with ironing for beginners like me.

Brand positioning : Describe how you (will) know for sure above proposition make consumers/customers consider this…		
designed around you: In the key countries the dry-to-steam conversion is not (yet) happening as dry remains dominant. The consumer has various traditional considerations not to upgrade, but do request a high-quality solution they can rely on to do the job.	advanced: Increase MS across key dry irons regions	easy to experience: Comparative tests to validate superiority

Consumer Care Focus

1. Consumer Education
    a. Pre-purchase
        i. Traditional ironers who are looking to replace their dry iron which has broken down - Recommend the Diva dry iron as replacement. Communicate the robustness in terms of safety, durability, ease of use and performance.
        ii. Traditional ironers who are looking to buy a new dry iron if the market offers appealing products - Recommend the Diva dry iron and communicate the robustness and modern look while giving great ironing results.
        iii. First-time ironers who don't have much experience in ironing yet – Communicate the dry iron as a simple iron that is safe and make ironing more straightforward.
    b. Post-purchase – Product experience enhancement
        i. Readiness of Call Center & Web support (FAQ, Web chat) to address users' queries effectively. Identify the top hit queries from consumer experience wheel.
        ii. Availability of Consumer Replaceable Part (CRP) water spray jug on Online Shop. Consumer touch points to clearly communicate where/how to purchase.

2. Optimization of service execution for NPS and cost improvement
    a. Ensure service readiness (service manual and critical spare parts availability before launch week)
    b. CRP and spare parts availability till End Of Production + 4yrs.

Country focus: Europe, ASEAN, India, Brazil.

Introduction and sales planning

Region	Month of introduction	Planned sales year of introduction (x k)	Planned sales total period 2012-2016
ASEAN & Pacific	Jan'13	256,000	969,000
Thailand	Jan'13	405,000	1,489,000
Brazil	N/A	N/A	N/A
Europe	Jan'13	27,000	103,000

IPD milestones

PPC/PC wk1224
PV   wk1240
IR   wk1241
CR   wk1245
LD   wk1249 (ASEAN) wk1307 (Brazil)

Warranty and service policy (break fix)

- 2 year warranty (= standard for DAP products)
- For Europe, product exchange policy
- For ASEAN, India, Brazil, exchange policy or repair policy to be decided by local Commercial Organization according to CPI calculation. Service manual will be provided.

Accessories & Consumer Replaceable Parts (CRP)

No item as of PPC.

Consumer touch points for consumer care

In-box

Call center

Web / Chat

Service centers

CONQ prediction & cost driver assumption

(1) CONQ as % of sales: 1.26 %

FCR target: 1.0%

CPI: € 14 (Reference Dry Iron AG, Cognos)

NSP: € 11.1 (Target: GC150 @€9.78, GC160 @€12.51, Minimum: GC150 @€9.33, GC160 @€11.93)

(2) Call center cost as % of sales: 0.2%

Total CONQ as % of sales = (1) + (2)
**   = 1.46 %**

Consumer Care Package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
In-box / on-product (Product)	User manual Warranty card Product label	Wk1240 (PV)	Sun Yini	
Web – pre purchase (Product)	FAQ Leaflet	Wk1245 (CR)	Sun Yini IJsbrand	
Web – post purchase (Product)	FAQ Tips & Tricks	Wk1245 (CR)	Sun Yini	
Specify items for call center (Product)	Training material for call center: Not required Product sample for Call Centers supporting launch countries: Not required	Wk1245 (CR)	IJsbrand Teck Kiat	
Specify items for service center	Service manual and critical spare parts on stock	Wk1249 (LD)	Jason Loo	

Any relevant specifics for execution – please list below
Nil.

Consumer Experience feedback loop – please specify

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