

# Consumer Care Book - PerfectCare Aqua GC86xx

## Pressurized Steam Generator

GC8615, GC8620, GC8630, GC8635, GC8640

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Product picture:








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**GC8620**

## Product introduction

Key focus of the product is to cascade down Optimal Temp benefit to the €160-€230 PSG segment which is currently covered by InstantCare - EasyCare ranges. The aim is to grow Philips market share in this segment which represents the biggest part in the PSG market.

					
	<b>All</b>	<b>All + online partners</b>	<b>Mass merchants (Carrefour, Auchan, Tesco, Real) and C&amp;C (Metro/Macro) + Amazon</b>	<b>Specialist: MSH, Dixons, Kesa, Boulanger, local electronic specialists + department stores</b>	<b>Buying Group (euronics, Expert, EP)</b>
	<b>GC8615</b>	<b>GC8620</b>	<b>GC8630</b>	<b>GC8635</b>	<b>GC8640</b>
Water capacity	2.2L	2.2L	2.2L	2.2L	2.2L
Steam rate	120	120	120	120	120
Optimal TEMP	✓	✓	✓	✓	✓
Eco setting	✓	✓	✓	✓	✓
Bar	5	5	5	5	5
SOS		180	220	220	220
Re-fill any time	✓	✓	✓	✓	✓
Calc. reminder	✓	✓	✓	✓	✓
Wattage 2400	✓	✓	✓	✓	✓
Anti drip	✓	✓	✓	✓	✓
Water empty	✓	✓	✓	✓	✓
Ironing indicators	✓	✓	✓	✓	✓
Iron weight	1 kg	1 kg	1 kg	1 kg	1 kg
Whole unit weight	4.5kg	4.5kg	4.5kg	4.5kg	4.5kg
Carry-lock			✓	✓	✓
Auto Shut off			Auto Off	Auto Off	Auto Off
Power cord	White PVC	White PVC	Textile	Textile	Textile
RRP (in €)	199	199	229	229	229
Net Net Price (in €)	94.8	94.8	109	106.5	104

## Value Proposition House

1. Target	2. End-user Insight	3. Competitive Environment																					
Families with kids and busy parents. Life is fun but sometimes hectic. They want to look smart and neat. They do large loads of ironing and are looking for a quick solution with little effort	<p>To iron well and safely, I sometimes sort my clothes before ironing, I also try to adjust the temperature but I don't always do it as it is tedious and I am not always sure what should be the correct setting.</p> <p>On top of it, I need to wait for the iron to heat up or cool down when ironing different garment types, but I know that if I don't do it, I run the risk of damaging my delicate garments. The temperature management is a true hassle.</p> <p>I wish I could iron my whole laundry basket with all different types of fabrics in a convenient &amp; fast way, without having to deal with various temperature adjustments</p>	<table> <tr> <th>Tefal GV7455</th><th>Rowenta DG8040</th><th>Bosch TDS2510</th></tr> <tr> <td></td><td></td><td></td></tr> <tr> <td>€200</td><td>€200</td><td>€200</td></tr> <tr> <td>120g/min steam, 5.2 Bar, Eco</td><td>110g/min steam, 5 Bar, 150g SOS, Eco</td><td>120g/min steam, 5 Bar</td></tr> <tr> <td>1.7L large tank</td><td>1L large tank</td><td>0.8L large tank</td></tr> <tr> <td>Lock system</td><td></td><td></td></tr> <tr> <td>Anti Calc Collector which extends life</td><td>Anti Calc Collector which extends life</td><td></td></tr> </table>	Tefal GV7455	Rowenta DG8040	Bosch TDS2510				€200	€200	€200	120g/min steam, 5.2 Bar, Eco	110g/min steam, 5 Bar, 150g SOS, Eco	120g/min steam, 5 Bar	1.7L large tank	1L large tank	0.8L large tank	Lock system			Anti Calc Collector which extends life	Anti Calc Collector which extends life	
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4. End- user benefit	5. Reasons to Believe	6. Discriminator																					
<p><b>Functional Benefits</b></p> <ul style="list-style-type: none"> <li>100% easy to use, no adjustments needed, and just leave the iron on its soleplate when you don't use it</li> <li>100% effective, no other steam generator is faster</li> <li>100% safe on all ironable delicate fabrics</li> </ul> <p><b>Emotional Benefits</b></p> <ul style="list-style-type: none"> <li>Peace of mind: Iron is safe on all ironable Garments</li> <li>Simple and easy to use and to experience steam iron</li> </ul>	<p>Optimal Temp has been made possible thanks to 2 innovations:</p> <ul style="list-style-type: none"> <li>The Cyclonic Steam Chamber ensures that at a gentle temperature, consistently high quality steam can be delivered at the push of a button, where other steam generators at the same temperature would leak or deliver little/no steam.</li> <li>The Smart Control Processor keeps the soleplate at an extremely consistent temperature, which makes it safe to use on all ironable fabrics, never being too hot or too cold.</li> <li>Professional endorsement: (1) WoolMark Gold – (2) I.W.T.O. Recommended – (3) DWI</li> </ul>	<p>Only Philips Flor-Rida makes ironing simpler with no steam nor temperature adjustments required for any garments.</p>																					
Brand positioning :																							
designed around you: Ease of use & Advanced features to make ironing quicker	advanced: Optimal Temp technology	<p>Easy to experience:</p> <ul style="list-style-type: none"> <li>Easy DeCalc, 2 min heat, refill at anytime, carry lock +</li> <li>360 transparent water tank for easy water mgt <b>NEW</b></li> <li>Largest water tank to minimize # of refills</li> <li>Smart LED <b>NEW</b></li> <li>Leave the iron of its soleplate when you don't use it <b>NEW</b></li> </ul>																					

## **Consumer Care Focus**

### **1. Consumer Education**

#### **a. Pre-purchase**

- i. New users (*consumers whose PSGs are at the Low End price point < €160*) – Communicate the benefits of upgrading, focusing on unique Optimal Temp, fully visible water tank, Easy De-Calc and hose cord storage.
- ii. Repeat users (*consumers whose PSGs are at the Mid/High End price point €160-€230*) – Communicate the unique Optimal Temp feature that competitors are not offering to consumers.
- iii. Cross selling opportunities in existing or new users of Easy6/8/10 ironing board – Focus on the ultimate Easy ironing experience by integrating Optimal Temp benefit with the conveniences of the Easy6/8/10 ironing board.

#### **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 Accessory water de-scale filter (jug and cartridge) on Online Shop. Consumer touch points to clearly communicate the usage, benefits and where/how to purchase.
- iii. Availability of Consumer Replaceable Part (CRP) on Online Shop. Consumer touch points to clearly communicate where/how to purchase.

### **2. Optimization of service execution for NPS and cost improvement**

- a. Workshop repair policy within warranty period. Ensure service readiness (accessory, CRP, service manual and critical spare parts availability before launch week)
- b. Accessory, CRP and spare parts availability till End Of Production + 6yrs.

Country focus: Western Europe, Russia, Turkey

## **Introduction and sales planning**

	Benelux	France	Russia	Turkey	Breville	Germany	CEE	Italy	UK	Spain	Greece	Poland
GC8615		1404										216
GC8620	9540	6300	3024	2052		1224	504	432	546	540		
GC8630	1080	648	720			144						
GC8635	3024	648	1008	2052	3780	252	180	180			324	
GC8640	2016	576	855				180	180				
Total	15660	9576	5607	4104	3780	1620	864	792	546	540	324	216

### **IPD milestones**

PPC/PC wk1142

PV wk1218

IR wk1221

CR wk1225

LD wk1236

### **Warranty and service policy (break fix)**

- 2 year warranty (= standard for DAP products)
- Workshop Repair policy

### **Accessories & Consumer Replaceable Parts (CRP)**

Following parts will be made available on Philips Online Shop.

1. Iron Care GC024 (Accessory)
2. Easy Rinse cap (CRP)

### **Consumer touch points for consumer care**

In-box

Call center

Web / Chat

Service centers

### **CONQ prediction & cost driver assumption**

(1) CONQ as % of sales: 1.66%

*FCR target: 3.53%*

*CPI: €47.82 (Source: ECS Jan-Apr2012, Europe Average Mid End, High End PSG)*

*NSP: €101.82*

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

**Total CONQ as % of sales      = (1) + (2)**  
**= 1.86%**

**Consumer care package**

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	User manual Warranty card Product label	Wk1225 (PV)	Therese	
<u>Web – pre purchase</u>	FAQ Leaflet Demo video 360° picture	Wk1225 (CR)	Therese David	
<u>Web – post purchase</u>	FAQ Tips & Tricks	Wk1225 (CR)	Therese	
<u>Specify items for call center</u>	Training material for call center  Product sample for Call Centers supporting launch countries: Sitel Spain Sitel Netherlands Sitel Germany Sitel UK Sitel Poland Russia Call Center Turkey Call Center	Wk1225 (CR)  Wk1221 (IR)	David  Teck Kiat	Product samples GC8620 n=7
<u>Specify items for service center</u>	Service manual and critical spare parts on stock	Wk1236 (LD)	Teck Kiat	

**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