

# Consumer Care Book

## Dehumidifier Gobi CR



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Signature:

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**Version History**

The current document version is described below:

Version	Date of Changes	Change Summary
01	2016/05/27	Initial version
02	2016/09/13	Final version



## 1 1. Product introduction, planning

### 1.1 Product introduction

Wet season is a problem consumers in south of China, TW, HK or ASEAN, face every year, and consumers buy dehumidifiers to improve the living environment. Philips 2-in-1 dehumidifier series 5000 is equipped with 2 functions and brings double benefit by not only taking away the unpleasant humidity but also the air pollutions, such as PM2.5, allergens, bacteria, virus and mold spores. Purifier ONLY mode gives consumers the flexibility of using the product throughout the year, dehumidifier + purifier in wet season, and decent purifier in dry and polluted or allergy season.

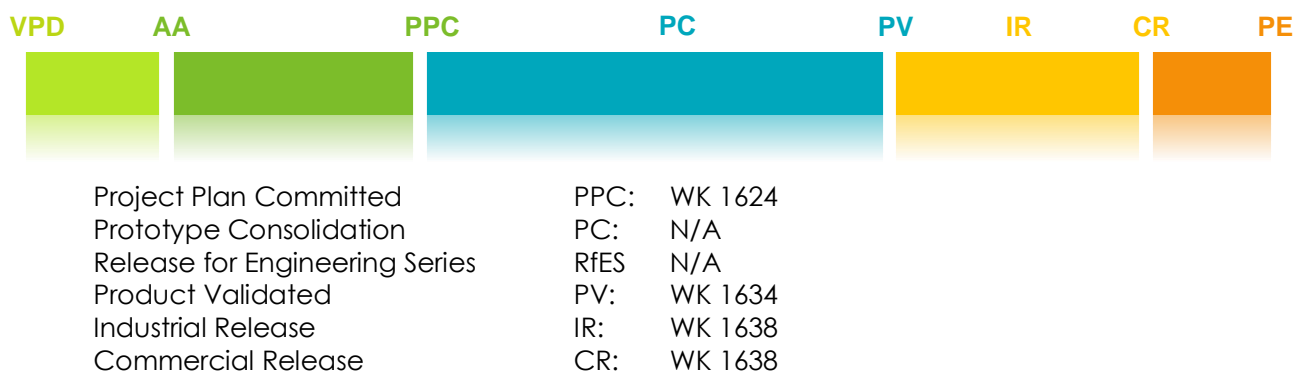
### 1.2 Product VPW

Refer to Gobi VPW



VPW\_201604150251  
07.pptx

### 1.3 IPD Milestones



### 1.4 Introduction Regions/countries, Quantities

	Model	2016	2017	2018	2019	2020	2021	Total
Taiwan	DE5205/80	1.2K	4.5K	6.65K	4.3K	4K		20.7K
	DE5206/80	0.6K	2K	2.85K	2.5K	2.5		10.5K
China	DE5205/00	0.17K	1.8K	2.2K	3K	3K		10K
	DE5206/00	0.25K	4.5K	5.9K	6.5K	6.5K		24K
Benelux	DE5205/10		1.0K	1.0K	1.0K	1.0K	1.0K	5K
France	DE5205/10		0.5K	0.7K	0.7K	0.7K	0.7K	3.3K



Australia	DE5205/70 AU		1.0K	1.0K	1.0K	1.0K	1.0K	5K
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## 2 Consumer Care Experiences and Repair Process

### 2.1 Consumer experience



Standard consumer journey:

Consumer journey	Care added value / Focus	Action required	Owner
Choose	Clear functional description and Highlights on features	Leaflet, Pre-sales FAQs	CMM, CC
Buy	Clear info of retailers	Call center script	CO MM
Set up	Guideline for Installation	DFU, QSG	PRC, DFU team
Use	Instructions for each function and trouble shooting	DFU, QSG	PRC, DFU team
Maintain/repair	Instructions for maintenance and trouble shooting	DFU, FAQs, Warranty card	PRC, CC
Replace	Instructions for replacement	DFU, QSG	PRC, DFU team

### 2.2 Service solution

Region	Warranty (year)	CC Experience Repair & Exchange	Repair Process
China	2	Repair/ carry in	<ul style="list-style-type: none"> <li>- Module swap /scrap</li> <li>- Product exchange for compressor related issue</li> </ul>
Taiwan	2	Repair/ carry in	<ul style="list-style-type: none"> <li>- Module swap /scrap</li> <li>- Product exchange for compressor related issue</li> </ul>



### 3 Consumer Care Package planning

#### 3.1 Consumer Care Package – Touch point communication

Consumer touch point	Material	Milestone Readiness	Applicable y/n	Responsible	Accountable	What is the focus area for this user communication along the Consumer Decision Journey			
Front end touch points						Active Evaluation	Purchase	Post Purchase	Loyalty
In-box / on box									
	User Manual	IR	Y	PRC	CMM		x	x	
	Quick Start Guide	IR	Y	PRC	CMM		x		
	Registration card	IR	N	CRM	CMM			x	x
	World Wide Warranty Card	IR	Y	DFU	CMM			x	
	Product Leaflet	IR	Y	DFU	CMM		x		
Web									
	Product Photo's	CR	Y	CM M	CMM	x	x	*	
	Warranty Policy Statement	CR	N	DFU	CMM			x	
	FAQ's	CR	Y	PRC / KE	CMM	x	x	x	
	Leaflet	CR	Y	CM M	CMM	x	x	x	
	Tips and Tricks	CR	N	PRC / KE	CMM	x	x	x	
	User Manual	CR	Y	DFU	CMM	x	x	x	
	CRPs online	CR	N	CCP	CEM		x	x	
	Instruction videos (tutorials)	CR	N	Mar com	CMM	x	x	x	
Call Center / Social Media									
	Call center Scripts and Tips	CR	N	PRC / KE CEM	CEM/ KE	x	x	x	x
	Training package – soft skills / product details/education elements	CR	Y	PRC / KE	KE / CMM	x	x	x	x
	Training execution	CR	N	PRC / KE	KE	x	x	x	x
	2 Pager with high level details	CR	N	CEM	CEM	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	CR	Y	CM M	CMM	x	x	x	x
Back end touch points									
Repair & Exchange									
	Service Manual	CR	Y	CCP	CCP			x	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR	Y	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR	N	CCP	CCP			x	



	Training package diagnostics & repair	CR	Y	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	N	CCP	CCP			x	

### 3.2 Spare parts (CRP, Critical, commercial and online shop)

#### Spare part / Replacement parts Specifics

Refer to the part list in Service Manual

#### CRP / Accessories

Part Name	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
TBD	TBD	TBD	TBD	TBD	TBD

## 4 Launch preparation & Execution

### 4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
Taiwan	TBD	Gobi x 1	CO MM/CO CC
China	TBD	Gobi x 1	CO MM/CO CC

### 4.2 Fast Feedback Program

Feedback Channels	Remarks	regions	Quantity	Accountable
Service Centers	Gobi	Taiwan	30	CO CC
Service Centers	Gobi	China	20	CO CC



## 5 Consumer Care cost prediction

### 5.1 Predicted Field Call Rate (FCR)

**Best case @CREX: 3.2%**

**Worst case @CREX: 3.3%**

**FCR target: 3.4%**

### 5.2 Contact Center costs

	Contact center cost % VS sales	Remark
China	0.27%	According to G. China 2015 data for Air

### 5.3 Cost per Incident (CPI)

Refer to the CPI of Camel

**China/Taiwan: 46 EUR**

### 5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales	
	Best case (FCR: 3.2%)	Worst case (FCR: 3.3%)
China/Taiwan	0.53%	0.54%

### 5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training (China)	Gobi x 1	CO CC
Call center training (Taiwan)	Gobi x 2	CO CC
Pre-launch testing (China)	Gobi x 1	CO CC
Pre-launch testing (Taiwan)	Gobi x 2	CO CC
Fast feedback (Taiwan)	Gobi x 30	CO CC
Fast feedback (China)	Gobi x 20	CO CC

## 6 Technical Product Description



**Refers to TPS and Service manual**