

Consumer Care Book HR7776/HR7777/HR7778/HR7779 Avance Food Processor

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Product picture:



Product introduction

This is high end Avance Food processor versatile power family

HR7776 – As HR7774 + dough hook + accessory storage

HR7777 – As HR7776 + new 1 glass juicer (500g fruit/ veg)

HR7778 – As HR7775 + dough hook + accessory storage

HR7779 – As HR7775 + dough hook + kneading bowl + accessory storage

And there are some optional accessories:

high end juicer (1500g fruit/ veg) , creative cooking disc set, coffee bean mill, meat mincer, cube cutter, salad spinner, mini bowl

Avance Food Pro VPH - Philips Food Processor

1. Target	2. End-User Insight	3. Competitive Environment
<ul style="list-style-type: none"> •30-45 years, predominantly female •Takes care of the family. (S)he is very pragmatic and looking for real solutions, sees cooking as an important way to take care of family and friends. (S)he wants to enjoy time together and make sure her loved ones get good food, meaning tasty, variety and healthy homemade food. She believes it is best to cook everyday but needs help with her dilemmas: time, inspiration, navigation and confidence. •Different sources of information used, such as internet, cooking magazines and TV shows 	<p><i>I get a lot of pleasure from sharing great meals with my family. I do enjoy the cooking of these meals, however as part of the food preparation I need to do a lot of slicing, chopping, cutting and so on.</i></p> <p><i>A food processor can help with these tasks which is great; still, there is always some effort required from my side when handling it, being it the set up, assembling the bowl and discs/tools, cleaning, or finding a way to store the device and all its accessories.</i></p> <p><i>If cooking can be an enjoyable task, why can food processors not help making the preparation really enjoyable, too?</i></p>	<p>1. KA players & specialists: <u>Braun</u>: "High standards easier to reach"; <u>Moulinex</u>: "Enables you to enjoy more of life"; <u>Kenwood</u>: "Professional standards of performance"; <u>Bosch</u>: "Professional kitchen tools invented for life"; <u>Tefal</u>: "Innovative ideas that are essential to make you life easier"; <u>Local KA</u> players (e.g., Midea, Borck and Arno), well known local brands, and are increasingly innovating and expanding</p> <p>2. Other F&B solutions in the 'anyday' dilemma: ready meals and meal solutions (FMCG brands), supermarkets, take-away, restaurants</p>
4. Benefits	5. Reasons to Believe	6. Discriminator
<p><i>F: These food processors do not only do the work for you on cutting/slicing and other tasks but let you do all this preparation in a very easy way. It's intuitive to use, clean and store, it makes handling them a very easy and fast job.</i></p> <p><i>E: These food processors turn the preparation of food into an enjoyable experience, so you can truly enjoy your cooking time.</i></p>	<ol style="list-style-type: none"> 1. Powerful device with high quality material that easily performs all functions (for Avance focus on bread dough making) needed and produces great results 2. Beautiful design which can make user proud to keep on countertop 3. (Lower center of gravity and) Stable during operations 4. Easy and intuitive to assemble, use and clean 5. Easy and intuitive accessories storage 	<p>Only Philips food processors will make you really enjoy the preparation of your cooking!</p> <p>In 5 words: Effortless preparation for great cooking</p>
Philips Brand positioning "sense and simplicity"		
<p>Designed Around You</p> <ul style="list-style-type: none"> • HPT: I agree that this product is a helping hand for breakfast (bread, juice), lunch (smoothies, soups), dinners (potato gratin, soups) > 80% 	<p>Advanced:</p> <ul style="list-style-type: none"> • HPT: Makes bread dough easily > 80% • HPT: The product feels stable during my most popular functions > 80% 	<p>Easy to experience:</p> <ul style="list-style-type: none"> • HPT: This product is easy to get started with > 80% • HPT: This product is intuitively easy to use > 80%
Philips Brand personality	Philips is Empathetic – Trustworthy – Courageous – Knowledgeable – Captivating	

Consumer Care Focus

Pre-sales Education

- Range of accessories offer
- Clear understanding of which accessories to use at which speed

Post – sales Education

- Easy to assembly, use and operate
- Easy to clean
- Easy accessories storage

Country focus: Western Europe

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Going Price
HR7776/90 HR7776/91	Benelue/DACH/France/Italy/ Nordic/ Iberia/ Russia/ Poland/ Greece/CEE	65K	€ 45
HR7777/90 HR7777/91	Benelue/DACH/France/Italy/ Nordic/ Iberia/ Russia/ Poland/ Greece/CEE	45K	€ 55
HR7778/00 HR7778/01	Benelue/DACH/France/Italy/ Nordic/ Iberia/ Russia/ Poland/ Greece/CEE	45K	€ 55
HR7779/00 HR7779/01	Benelue/DACH/France/Italy/ Nordic/ Iberia/ Russia/ Poland/ Greece/CEE	45K	€ 55

/90 is black

/00 is metal

IPD milestones

PPC wk1132
IR wk1220
CR wk1226

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- West Europe: X2X; Rest of the World: Carry in, repair, module swap

Accessories, consumer replaceable parts

Accessories

- 3.4L bowl – with much larger tube
- Blender
- Disks
- Chopping knife
- Centrifugal juicer (ref. HR7775)

- Citrus press
- Spatula
- Kneading hook (ref. HR7781)
- Storage box accessories
- Cube cutting
- Cheaper centrifugal
- French fry disk
- Mini bowls with chopper and lid
- Salad spinner net (TBC)
- Potato peeler (TBC)

No Consumable 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:

$HR7776 = (2.6\% * 34.76 / 87.76) + 0.3\% = 1.32\%$

$HR7777 = (2.6\% * 35.55 / 91.27) + 0.3\% = 1.31\%$

$HR7778 = (2.6\% * 40.61 / 116.67) + 0.3\% = 1.20\%$

$HR7779 = (2.6\% * 43.19 / 126.35) + 0.3\% = 1.19\%$

FCR: Avance Food Processor – 2.6%

CPI (average):

HR7776 = €34.76

HR7777 = €35.55

HR7778 = €40.61

HR7779 = €43.19

NSP:

HR7776 = €87.76

HR7777 = €91.27

HR7778 = €116.67

HR7779 = €126.35

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>	Usermanual QSG Warranty card	CR	Maggie Zhong Katrin Hansson	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Karen Shaholli Katrin Hansson	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks CRP online ordering links	CR	Katrin Hansson Karen Shaholli / Ellen Ho	
<u>Specify items for call center</u>	Product samples On-line call center training	CR-2weeks	Andes Lui Lisa Lai	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-2weeks	Fanny Kwok	

Consumer Experience feedback loop – plse specify

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