

## Consumer Care Book HR2095/HR2096/HR2097 Avance Blender

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Product picture:



## Product introduction

Avance Blender HR2095/HR2096/HR2097 is to continue current strong position (world-wide No.1 brand) in both application level and High-End segment level. It is the successor of HR2094 ALU Blender

- HR2095 equipped with glass jar, plastic body, target price at € 85
- HR2096 equipped with glass jar, stainless steel body, target price at € 99
- HR2097 equipped with stainless steel jar and body, target price at € 115

New Avance I



Product name  
700W, 2L

New Avance II



Product name  
800W, 2L

New Avance III



Product name  
800W, 2L

HR2095	HR2096	HR2097
Euro 85	Euro 99	Euro 115
Glass Jar (Effective 1.5L)	Glass Jar (Effective 1.5L)	Stainless steel jar (Effective 1.5L)
Various speed/ Pulse/ Ice/Smoothie/Easy cleaning	Various speed/ Pulse/ Ice/Smoothie/Easy cleaning	Various speed/ Pulse/ Ice/Smoothie/Easy cleaning
Ø star detachable Blade	Ø star detachable Blade	Ø star detachable Blade
Spatula	Spatula	Spatula
More plastic Dark /Light 1 Color versions	More metal 1 color version	Viewing window More metal 1 color version

## VPH – Twister Blender

<b>1. Target</b>	<b>2. End-user Insight</b>	<b>3. Competitive Environment</b>
Guidance & Support, 25-55 year-olds M/F head of households with children. They are pragmatic, not perfectionists and approach new things with a healthy scepticism. Cooking is all about caring for others, but they also enjoy the process. They are looking for more options to live a healthy lifestyle, however to prepare healthy recipes they are looking for help to overcome their main dilemmas (time, inspiration, navigation and confidence). They use different sources of information, such as internet, cooking magazines and TV shows.	I love to make homemade drinks and food for my family and friends, I want to make sure my family and friends like the food and drinks that I prepared. Blender is a great help in preparing a variety of recipes. However, blenders often leave chunks and do not give a perfectly smooth result. I wish there is a blender, can always assure best blending result, so my family and friends enjoy homemade food and drinks any day!	<ul style="list-style-type: none"> <li>Other KA brands active in liquid health categories (e.g., Kenwood, Breville, BORK, Magimix, Moulinex, Arno, Joyoung, Midea). They innovate on products in a medium pace and on communication in a slow pace, but all have a clear heritage.</li> <li>Other non-KA organizations (e.g. juice bars, FMCG food &amp; drink players, supermarkets, etc.)</li> </ul>
<b>4. End- user benefit</b>	<b>5. Reasons to Believe</b>	<b>6. Discriminator</b>
Philips blender always guarantee perfectly smooth blending result with any ingredients. You can enjoy homemade drinks and food any day.	<ul style="list-style-type: none"> <li>New blender technology guarantees best blending performance                             <ul style="list-style-type: none"> <li>- Deep blending(new blade, jar design, higher motor speed)</li> </ul> </li> <li>Various accessories(filter, mill) for variety of recipes</li> <li>Easy of use on (dis)assembling and cleaning                             <ul style="list-style-type: none"> <li>- Easy assembly of motor unit and jar, new spout design for easy pouring,</li> <li>- Smooth surface and less parts for easy cleaning</li> </ul> </li> <li>Best quality appliance from world-wide No.1 blender brand</li> <li>Boroclass extra strong glass jar</li> </ul>	<p><b>Only Philips blenders offer you the best blending result you can count on!!</b></p> <p><i>-Will be fine tune during claim workshop</i></p>

<b>Brand positioning</b> : Describe how you (will) know for sure above proposition make consumers/customers consider this...		
<b>designed around you:</b> Insight validated on KA level in 6 countries with 600 target consumers. Insight built up from 4 core category dilemmas: time, inspiration, navigation & confidence. Same dilemmas are confirmed in IPP's Valencia ('06) and Liquid Health ('09)	<b>advanced:</b> New to the category innovations on current applications (FCP blender innovations); new to the world fresh drink applications and innovative marketing (Fbox, communication, updates)	<b>easy to experience:</b> Step-by-step approach to the entire process, new applications are either focusing on simplicity and consumers confidence and inspiration dilemmas

### Consumer Care Focus

The blender market is already mature; so consumer care focus will be

- 1) repeat users looking the replace/ upgrade their product;
- 2) create preference by advise/ inspiration during purchase process
- 3) post purchase: providing product info from online

Country focus: China, S.Korea, W.Europe

### Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment (2012)	Going Price
HR2095	China/S.Korea/France/Nordic/Netherlands/Iberia/Singapore/MEA/Russia/CEE/Latam/UK & Ireland/Rest WE/Rest Asia	21K	€ 85
HR2096	China/S.Korea/France/Nordic/Netherlands/Iberia/Singapore/MEA/Russia/CEE/Latam/UK & Ireland/Rest WE/Rest Asia	76K	€ 99
HR2097	China/S.Korea/Singapore/MEA/Rest Asia	7K	€ 115

### IPD milestones

PPC wk1133  
IR wk1220  
CR wk1224

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

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

### **Accessories, consumer replaceable parts**

- Smoothies Stirring Stick
- Glass Jar (HR2095/HR2096), Stainless steel Jar (HR2097)
- Jar Lid (plastic)

Accessories will be made available:

- 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:

HR2095 =  $(2.2\% * 24.47/46) + 0.3\% = 1.47\%$

HR2096 =  $(2.2\% * 26.10/53) + 0.3\% = 1.38\%$

HR2097 =  $(2.2\% * 26.36/65) + 0.3\% = 1.19\%$

FCR: HR2095/HR2096/HR2097 – 2.2%

CPI (average):

HR2095: €24.47; HR2096: €26.10; HR2097: €26.36

NSP:

HR2095: €46; HR2096: €53; HR2097: €65

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 Sungho Moon	
<u>Web – pre purchase</u>	FAQ Leaflet	CR	Kathy Lau/ Ellen Ho Sungho Moon	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks	CR	Maggie Zhong Ellen Ho/ Kathy Lau	
<u>Specify items for call center</u>	Product samples On-line call center training	CR-2weeks	Ray Fung Lisa Lau	
<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