

Consumer Care Book

< PPC Milestone >

Project name : **<Azur Free Motion>**
Project ID : **< GC4590_4595>**

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Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2015-02-06	Initial version (CSB 01 - 430 - 14019)
0.1		
0.1		

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1 1. Introduction, planning



1.1 General Introduction

The business objective is to gain the market share in France, Russia, Turkey, Central & Eastern Europe region in order to grow the cordless roadmap. The product giving consumer all flexibility to move the iron around the way you like, move around the board without getting stuck in a spaghetti of cables.

1.2 IPD milestones



Project Plan Committed	PPC:	wk 1506
Prototype Consolidation(optional)	PC:	-
Product Validated	PV:	wk 1516
Industrial Release	IR:	wk 1519
Commercial Release	CR:	wk 1522

1.3 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	First shipment	Total Planned Quantity (First year)	FCP	IIP	net – net price	Going price
GC4590	France, Russia, Turkey, Central & Eastern Europe	Wk1522	20k	USD33		€55	€99
GC4595		Wk1522					€119

1.4 Total predictions of sales (sales in Year / total sales)

Profit & Loss	in 1000 EUR	2012	2013	2014	2015	2016	2017	2018
Sales Volume					43	57	57	26

Planned sales year of introduction: **43 K**

Planned sales total period: **183 K**

2 Selected Consumer Care Experiences and Repair Process

2.1 Overview of selected experiences

Region	CC Experience Front end	CC Experience Repair & Exchange	Repair Process
APMEA	Contact center Web support DFU Leaflet (PSS) Demo Quick start guide Safety & Warranty leaflet	Replace / Repair/ carry in / home repair	Module, spare part swap / scrap / refurbish
Europe	Call center Web support DFU Leaflet Demo Quick start guide	Replace / Repair/ carry in / home repair	Module, spare part swap / scrap / refurbish

2.2 Web specifics (optional)

FAQ
Leaflet
DFU
Tips & tricks
How to contact Philips

2.3 Contact Centre specifics (optional)

Online training will be conducted for call centers 4 weeks before launch. Product samples will be delivered to individual call centers to facilitate online training.

- France
- Russia
- Turkey
- Central and Eastern Europe

2.4 Repair & Exchange specifics (optional)

R&E scenarios (R&E Experience versus Repair Process)

- (1) Two year warranty (= standard for DAP products)
- (2) Product AG: 3427 Mid end irons
- (3) Product Exchange policy for Western Europe
- (4) Workshop Repair policy for Russia/Turkey/ CEE/APMEA
- (5) Consumer Replaceable Part in online shop.

2.5 CRM & Loyalty

Not Applicable.

3 Technical Product Description

3.1 Range overview

Not Applicable.

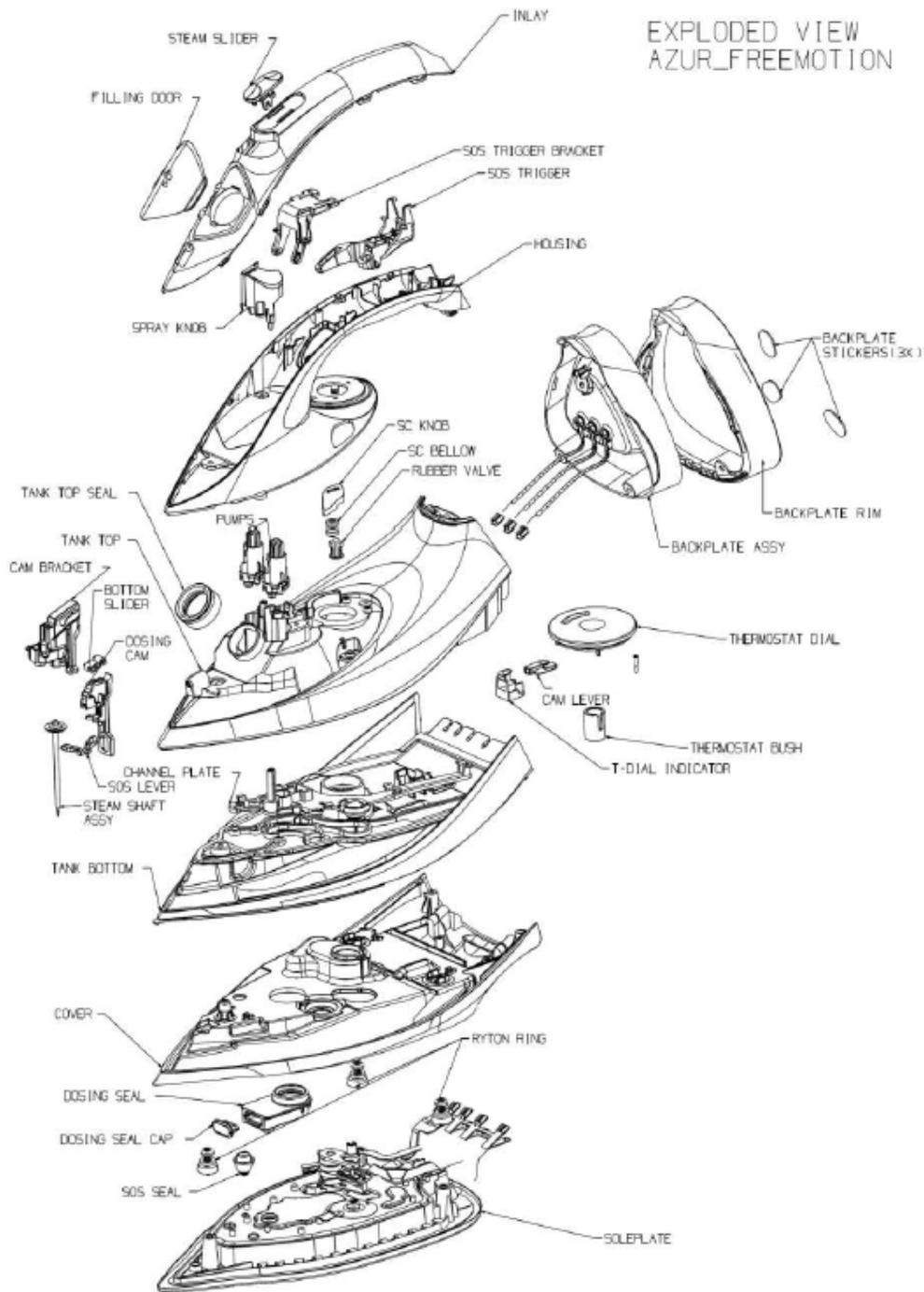
3.2 Product specifications

Feature Category	Azur FreeMotion v1 GC4590 (Green)	Azur FreeMotion v2 GC4595 (Red)
Power @ 220V - 240V	2400	2600
Continuous steam (10% CECED)	45g/min	50g/min
Steam boost	160g	200g
Steam control	slider: 0-ECO-MAX – AutoSteam	slider: 0-ECO-MAX – AutoSteam
ECO setting	YES	YES
Vertical steam	YES	YES
Self clean	YES	YES
Calc pills	2	2
Quick Calc Release	NO	NO
Platform	T-ionicGlide	T-ionicGlide
# holes	Same as Azur Performer Plus	Same as Azur Performer Plus
Rubber grip	NO	Yes
Filling cup	NO	NO
Safety Auto Off	YES	YES
Water tank volume	300ml	300ml
Iron weight (excl water)	1.25 ~ 1.3 kg	1.25 ~ 1.3 kg
Drip stop	YES	YES
Spray	YES	YES
Steam slider	YES	YES
Steam boost trigger	YES	YES
Temperature setting	YES	YES
Lightguide feedback	YES	YES
	Smart charging base with light feedback and carry lock	Smart charging base with light feedback and carry lock

3.1 New commercial features

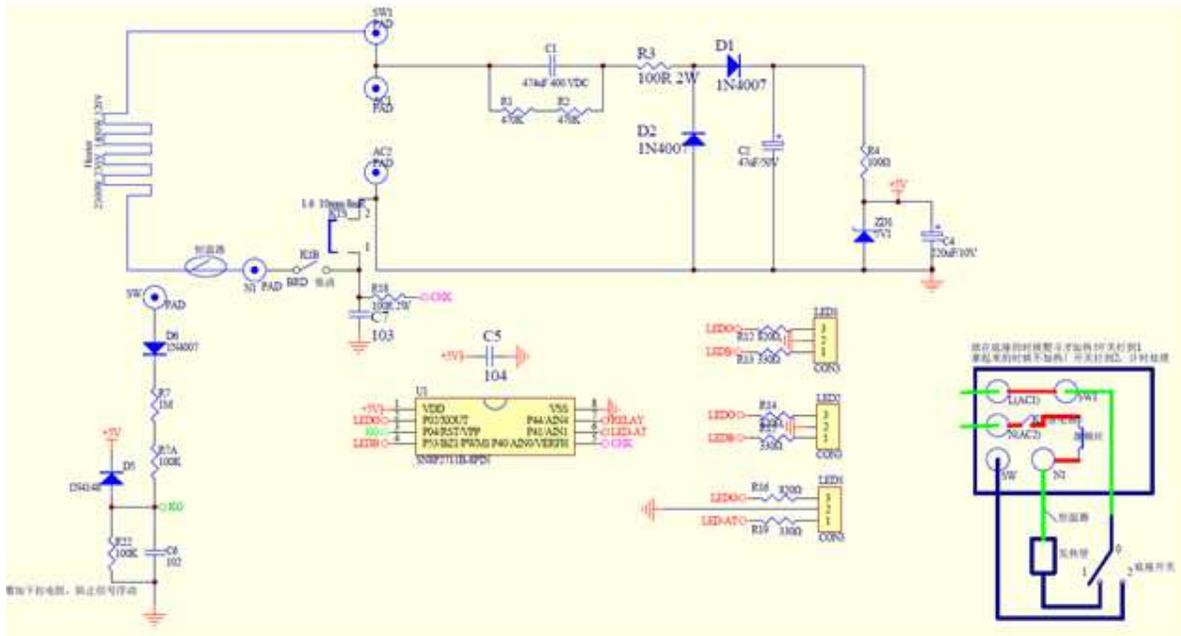
- T-ionic Glide soleplate
- Delivering on power and steam performance as corded steam irons
- Carry lock: easy of storage
- 3 key reasons for Cordless:
 - Freedom of movement
 - No new wrinkles caused by cords
 - No stumbling of cords

3.2 Mechanical

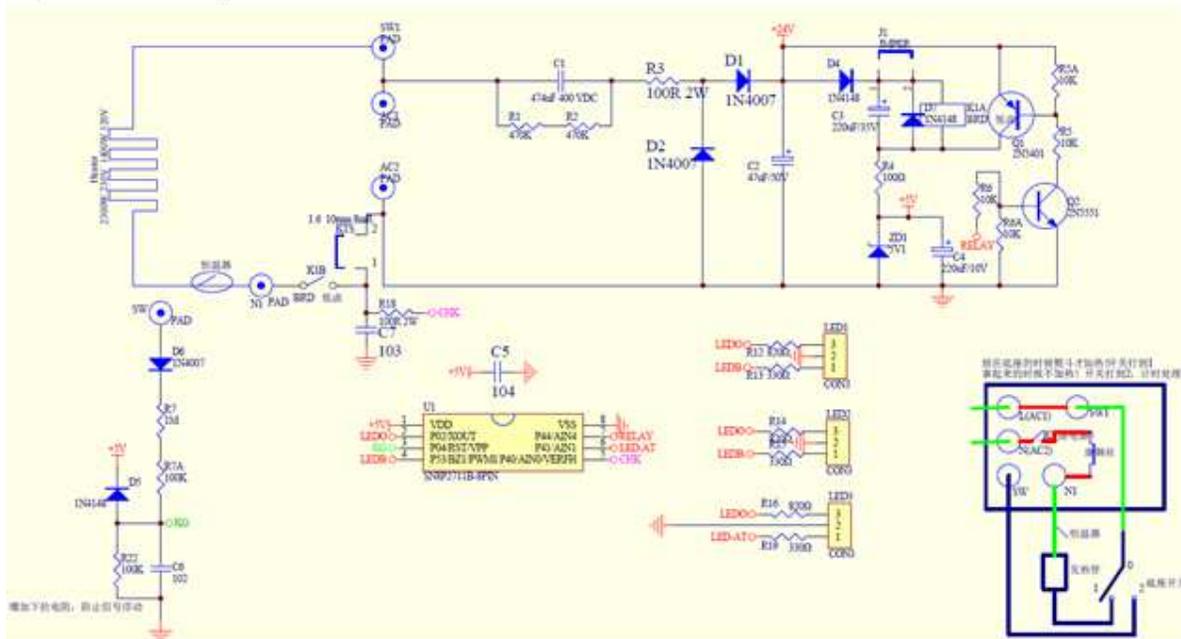


3.3 Electrical

PCB without ASO



PCB with ASO



4 Consumer Care Package planning

4.1 Consumer Care Package

Item	Detail	Availability Timing	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u> (Product+accessories)	User manual Warranty card Product label	Wk1522 (CR)	Yini	
<u>Web – pre purchase</u> (Product+accessories)	FAQ Leaflet Demo video 360° picture	Wk1526	Cathy Dai/Yini IJsbrand	
<u>Web – post purchase</u> (Product+accessories)	FAQ Tips & Tricks	Wk1526	Cathy Dai/Yini	
<u>Specify items for call center</u> (Product+accessories)	Call Center training Training samples (4x GC4595)	Wk1526 Wk1526	Cathy Dai Jonathan Goh	Cost of 4pc training samples for call center
<u>Specify items for service center</u>	Service manual and critical spare parts on stock	Wk1530 (LD)	Cathy Dai	

4.2 Medical product training

N/A

4.3 Special phone number

N/A

4.4 FAQ (Frequently Asked Questions)

FAQ will be translated into following languages:

French, American English, Polish, Russian, Turkish.

4.5 Repair & exchange

- Service BOM will be phased in to SPA2 system and Service Manuals uploaded to CCR system before product launch date.
- Service readiness: Service Centers are able to order spare parts for repair activities as needed.

4.6 Software and firmware

N/A

4.7 Consumer Replaceable Parts via online shop (optional)

N/A

5 Prepare Consumer Care Network (optional)

5.1 Web (optional)

Below support materials will be made available on the web before launch:

- FAQ
- Leaflet
- DFU
- Tips & tricks
- How to contact Philips
- Initial SBOM and service manual

5.2 Contact Centre (optional for non-medical)

Online training will be conducted for call centers before launch. Product samples will be delivered to individual call centers to facilitate online training.

- France
- Russia
- Turkey
- Central and Eastern Europe

5.3 Repair & Exchange (optional for non-medical)

- Service BOM will be phased in to SPA2 system and Service Manuals uploaded to CCR system before product launch date.
- Service readiness: Service Centers are able to order spare parts for repair activities as needed.

5.4 Spare parts (optional)

(tentative)

Pos.	12NC	Service part Description	CRP Part
1		SCOOP	Yes
2		STICKER BACKPLATE	
3		BACKPLATE NORMAL ASSY	
4		Cordset EU	
5		BALL SWIVEL MOLDED	
6		LAMP ASSY GC1990/91	
7		FILLING DOOR ASSY	
8		TANK TOP SEAL	
9		INLAY PRTE	
10		STEAM SLIDER	
11		SPRAY KNOB MOLDED	
12		HOUSING PRTE	
13		THERMOSTAT DIAL PRINTED	
14		SOS TRIGGER	
15		ANTICALC MODULE	
16		CAM LEVER MOLDED	
17		CAM LEVER SPRING	
18		T-DIAL INDICATOR MOLDED	
19		WATER TANK MTD ASSY	
20		STEAM SHAFT ASSY-HV	
21		COVER	
22		T'STAT BUSH	
23		DOSING SEAL ASSY	
24		SOS SEAL	
25		S/P MTD ASSY	
26		CHAMBER	
27		RYTON RING	
28		GASKET SOLEPLATE	
29		SPRAY PUMP ASSY	
30		ASO DEVICE	

6 Communication around medical device claim.

N/A

7 BOM/ODM Supplier agreements

Chapter 7 is not applicable as product is in-house production.

7.1 Consumer Care Package supplied by ODM (optional)

N/A

7.2 Initial stocking confirmation

N/A

7.3 Charge back agreements (WCA)

(Charge back agreement Yes/No)

7.4 Warranty outsourcing (WCA+) (optional)

N/A

7.5 Supplier parts performance (optional)

N/A

8 Field Feedback

8.1 Fast feedback program

For medical products a fast feedback program is mandatory

(Product quality fast feedback; at minimum first 100 products reviewed 100%)

(Product quality fast feedback; at minimum first 100 products reviewed 100%)

Feedback	regions	Quantity	cost	Yes / No
Call center feedback	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO
Web feedback (BazaarVoice, Amazon, Yandex.ru)	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO
Rapid exchange (IWS workshop/IPM)	APMEA, Europe, Latam, Nafta	100	€ 1000	YES/NO
Pre-launch evaluation by UK CO. Focus area: Consumer perspective and Technical perspective.	APMEA, Europe, Latam, Nafta	2	€ 59.02	

Total fast feedback cost	€ 1059.02
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8.2 NPS (optional)

N/A

8.3 Consumer product experience feedback (optional for non medical)

Consumer Touch point	Medium	Additional cost
Web	Online Reviews (BazaarVoice; Amazon, Yandex.ru)	No

8.4 FAQ maintenance (optional)

On-going online FAQ review based on top hits and usefulness of FAQ.

9 Consumer Care cost prediction

9.1 Predicted Field Quality (PFQ) or Field Call Rate (FCR)

CREX / FCR target: 2.0%

9.2 Cost per Call

0.2% of Sales

Cost per Incident (CPI) & Expected Call Center costs

CPI: €27.24 (Source: Cognos Mid End DTS average CPI_2014)

9.3 Cost of non Quality (ConQ)

REGION	$\left\{ \frac{\text{FCR} \times \text{CPI}}{\text{NSP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NSP}} \right\} = \text{ConQ in \% of sales}$	CoNQ (% OF SALES)
Europe	PER ABOVE FORMULA	1.19%
Latam		
Nafta		
APMEA		

ACR = calls year / sales year; Average weighted NNP = 31.05 EUR

REGION	Sales * Net-Net price * CoNQ in % = CoNQ in Euro	CoNQ IN EURO
Europe (approximately 20000 pcs sales /yr)	20000 x 55 x 1.19%	€13090
Latam		
Nafta		
APMEA		

Total cost of one year sales	BASE ON 20000K PCS SALES PER YEAR	€13090
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10 Risk Management

N/A

11 Additional information (optional)

N/A

12 Annexes (optional)

12.1 Project Plan (optional)

N/A

12.2 Checklist (optional)

N/A