

## Consumer Care Book Remy Collection

Hand Blender	HR1680
Blender	HR2172
Food Processor	HR7782
Steamer	HD9132

Approved by

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(Please place signature)

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Product picture:







### Product introduction

Philips and Remy have agreed to jointly bring a new range of our kitchen appliances to market. Remy collection is to build the Homecooker subcategory and generate additional sales in a selection of Philips kitchen appliances. It is to sell in traditional business channels (department stores, chains, super market etc)

This is the product introduction of Remy Collection:

## key specs at a glance

			
Hand blender 650W	Blender 600W	Food processor 1000W	Steamer 900W
<b>HR1680</b>	<b>HR2172</b>	<b>HR7782</b>	<b>HD9132</b>
Metal bar with new and improved bar cage	2L glass jar	Bowl 3.4L Special ice cream blade	9L capacity
Wonderful ly smooth results in seconds	Creates fresh juices, blend homemade soups or create nutritional smoothies	Stainless steel chopping blade & 2 discs (adjustable slicing and reversible shredding)	2.5L bowl for bain marie or soups with scorch safe vent holes
Speeds: 1 + turbo	Speeds: 2 + Pulse	Speeds: 2 + Pulse	UI: 60 minute timer
Extra powerful turbo button for the toughest ingredients	Ultra sharp serrated blade	XL feeding tube with measuring cup	Ready signal Auto shut off
Detachable stainless steel shaft	Detachable blades for easy washing	Citrus press accessory for orange juice	Water level indicator Water tank capacity: 1.1L
Chopper accessory Whisk 1.0L Beaker	No scratches or smells with this high quality glass jar	Metal double balloon beater for whipped creams and egg whites	Flavor booster
Dishwasher safe parts	Dishwasher safe parts	Dishwasher safe parts	Dishwasher safe parts
1.2 m color power cord	1.2 m color power cord with cord storage	1.2 m color power cord with cord storage	1.2 m color power cord with cord storage

### Consumer Care Focus

1. Pre-purchase
  - a. Remy collection is positioning as a Mid-end collection. (reference model to Viva collection)
  - b. Content to deliver for web content included: product leaflet, DFU, QSG, general FAQs, SBOM and Service Manual, these will be ready at CR
2. Post – purchase
  - a. Content to deliver for web content included: trouble shooting FAQs, Tips and Tracks

## Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Going Price
HR1680 Hand Blender	Australia, DACH, France, UK & Ireland, Benelux, Brazil, Nordic, Singapore, Korea, Russia, Rest ASEAN	109k	€ 60
HR2172 Blender		120k	€ 80
HR7782 Food Pro		54k	€ 150
HD9132 Steamer	Australia, DACH, France, UK & Ireland, Benelux, Nordic, Singapore, Korea, Russia, Rest ASEAN	39k	€ 60

## IPD milestones

PPC wk1150  
IR wk1235  
CR wk1238

## Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Blender and Hand Blender
  - West Europe: OCX; Rest of the World: Carry in, repair, module swap
- Steamer and Food Processor
  - West Europe and Rest of the World: Carry in, repair, module swap

## Accessories, consumer replaceable parts

- Hand Blender
  - Whisk
  - Mini – chopper set (with blade)
  - 1L beaker with Lid
- Food Processor
  - Adjustable slicing disc
  - Reversible shredding disc
  - Double balloon beater
  - Kneading tool
  - Citrus press
  - Serrated ice blade

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 (business case at PPC)

	CONQ%*	FCR%	CPI	Attachment
HR1680 Hand Blender	0.88% + 0.3% = 1.18%	1.1%	€23.19	 CPI_RemyHB_wk1205.xlsm
HR2172 Blender	0.71% + 0.3% = 1.01%	1.4%	€19.67	 CPI_Remyblender_wk1205.xlsm
HR7782 Food Processor	0.82% + 0.3% = 1.12%	2.2%	€28.15	 CPI_RemyFB_wk1205.xlsm
HD9132 Steamer	1.2% + 0.3% = 1.5%	1.6%	€21.84	 CPI_RemySteamer_wk1205.xlsm

\*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>	User manual QSG Warranty card	CR	Maggie Zhong Katrín Hansson	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Vicki Wan Katrín Hansson	
<u>Web – post purchase</u>	User manual FAQ Tips & Tricks	CR	Katrín Hansson Vicki Wan/ Ellen Ho	
<u>Specify items for call center</u>	Product samples On-line call center training	No sample is reserved, will arrange general KA product training in Q3,2012	Lisa Lau	
<u>Specify Items for Service Center</u>	Service manual and Service BOM	CR-2weeks	Fanny Kwok	

### Consumer Experience feedback loop – please specify

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