

## **Consumer Care Book**

Sandwich maker HD2393, HD2394, HD2395, RI2393

Approved by

CMM: Debbie Loh

(Please place signature)

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Version: 1.1

Review: Carmen Au

## Product picture:





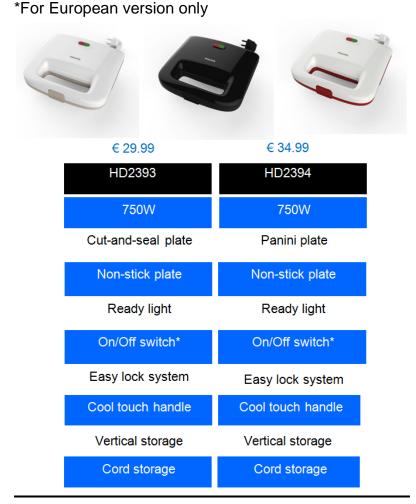




#### **Product introduction**

- Project scope:
  - Product scope: Sandwich makers with cut-and-seal plate and panini plate.
  - Intention is to use existing supplier sandwich maker platform.
  - Re-build a Daily range of sandwich maker with minimal investment (no tooling!) and lower cost price.
- Key objectives:
  - Continue to milk this tactical sub-category with a range of Daily products whilst keeping a healthy margin.

# Product Information:





#### **Consumer Care Focus**

- 1. Pre-purchase
  - Content to deliver for web content included: User Manual and general FAQs will be ready at CR
- 2. Post purchase
  - a. Content to deliver for web content included: FAQs

#### **Introduction and sales planning**

Type number	Region Stroke version	First 12mths shipment	List Price
HD2393 (EU)	DACH, Iberia, CEE, Greece	80k	€25.10
HD2394 (EU)	Iberia, Greece, CEE	27k	€29.28
HD2395 (ROW)	ASEAN & Pacific	5k	€31.27
RI2393	Brazil	90k	BRL82.50
HD2393 (ROW)	Argentina, United Arab Emirates, ASEAN & Pacific, Hong Kong,	80k	€24.64 – €33.71
HD2394 (ROW)	Argentina, United Arab Emirates, Hong Kong	20k	€28.71 – €38.54

Focus country: ASEAN & Pacific, Brazil, EU

#### **IPD** milestones

PPC wk1328 IR wk1343 CR wk1348

### Warranty and service policy (break fix)

- 2 year warranty (= standard for BG DA product)
- Sandwich maker

West Europe: Exchange Rest of the World: Exchange

## Accessories, consumer replaceable parts

No accessories



#### Consumer touch points for consumer care

In-box Web (.com, .care, on-line-shop) Call center Trade Service centers

#### ConQ prediction & cost driver assumption

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CoNQ as % of sales:
HD2393 (EU) = (FCR\%CPI/NNP) + 0.3\% = (2\%*17.07/15.56)+0.3\% = 2.49\%
HD2394 (EU) = (FCR%*CPI/NNP) + 0.3\% = (2%*17.11/18.15) + 0.3\% = 2.19\%
HD2395 (ROW) = (FCR%*CPI/NNP) + 0.3\% = (2%*17.46/18.14) + 0.3\% = 2.23\%
RI2393 = (FCR\%*CPI/NNP) + 0.3\% = (2\%*16.52/17.52) + 0.3\% = 2.19\%
HD2393 (ROW) = (FCR\%^*CPI/NNP) + 0.3\% = (2\%^*16.84/20.22) + 0.3\% = 2.00\%
HD2394 (ROW) = (FCR%*CPI/NNP) + 0.3\% = (2%*16.88/23.12)+0.3\% = 1.76\%
FCR:
HD2393 (EU) = 2%
HD2394 (EU) = 2\%
HD2395 (ROW) = 2\%
R12393 = 2\%
HD2393 (ROW) = 2\%
HD2394 (ROW) = 2\%
CPI (average):
HD2393 (EU) = €17.07
HD2394 (EU) = €17.11
HD2395 = €17.46
RI2393 = €16.68
HD2393 (ROW) = €16.84
HD2394 (ROW) = €16.88
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NNP (average): HD2393 (EU) NNP €15.56 HD2394 (EU) NNP €18.15 RI2393 NNP BRL51.15 HD2393 (ROW) NNP €20.22 HD2394 (ROW) NNP€23.12 HD2395 (ROW) = €18.14

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)
In-box / on-product	User manual QSG Warranty card	CR	Debbie Loh/ Susan Zhao	
Web – pre purchase	FAQ Leaflet	CR	Vicki Wan/ Debbie Loh	
Web – post purchase	User manual FAQ	CR	Vicki Wan/ Debbie Loh	
Specify Items for Service Center	Service manual and Service BOM	CR-2weeks	Dannel Guo	

Consumer Experience feedback loop – plse specify

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