

Consumer Care Book

Sandwich maker

HD2393, HD2394, HD2395, RI2393

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Version: 1.1
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Date: 2013-06-25

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:

*For European version only



€ 29.99

€ 34.99

HD2393

HD2394

750W

750W

Cut-and-seal plate

Panini plate

Non-stick plate

Non-stick plate

Ready light

Ready light

On/Off switch*

On/Off switch*

Easy lock system

Easy lock system

Cool touch handle

Cool touch handle

Vertical storage

Vertical storage

Cord storage

Cord storage

Consumer Care Focus

1. Pre-purchase
 - a. 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

CoNQ as % of sales:

HD2393 (EU) = $(FCR\% \cdot CPI/NNP) + 0.3\% = (2\% \cdot 17.07/15.56) + 0.3\% = 2.49\%$

HD2394 (EU) = $(FCR\% \cdot CPI/NNP) + 0.3\% = (2\% \cdot 17.11/18.15) + 0.3\% = 2.19\%$

HD2395 (ROW) = $(FCR\% \cdot CPI/NNP) + 0.3\% = (2\% \cdot 17.46/18.14) + 0.3\% = 2.23\%$

RI2393 = $(FCR\% \cdot CPI/NNP) + 0.3\% = (2\% \cdot 16.52/17.52) + 0.3\% = 2.19\%$

HD2393 (ROW) = $(FCR\% \cdot CPI/NNP) + 0.3\% = (2\% \cdot 16.84/20.22) + 0.3\% = 2.00\%$

HD2394 (ROW) = $(FCR\% \cdot CPI/NNP) + 0.3\% = (2\% \cdot 16.88/23.12) + 0.3\% = 1.76\%$

FCR:

HD2393 (EU) = 2%

HD2394 (EU) = 2%

HD2395 (ROW) = 2%

RI2393 = 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

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)
<u>In-box / on-product</u>	User manual QSG Warranty card	CR	Debbie Loh/ Susan Zhao	
<u>Web – pre purchase</u>	FAQ Leaflet	CR	Vicki Wan/ Debbie Loh	
<u>Web – post purchase</u>	User manual FAQ	CR	Vicki Wan/ Debbie Loh	
<u>Specify Items for Service Center</u>	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