

Consumer Care Book HD2698 Avance Toaster

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Product picture:



Product introduction

The Avance Toaster HD2698 is the successor for ALU Toaster HD2618 and key focus market: DACH, France, UK

Attached the VPH presentation:



VPH.pdf

Consumer Care Focus

The toaster market is very mature, so consumer care focus will be:

- 1) new Accessories availability on line : Integrated bun warmer

Country focus: DACH, France, UK (Western Europe)

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Going Price
HD2698	Benelue/ DACH/ France/ Italy/ Nordic/ Iberia/ UK & Ireland/ Russia/ Poland/ Greece/CEE/ Ukraine/ MEA/ ISO APAC/ Korea	50K	€ 79

IPD milestones

PPC wk1138
IR wk1218
CR wk1226

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Worldwide: Set exchange (X2X), no repair and scrap

Accessories, consumer replaceable parts

Accessories

- Bun warmer
- Removable crumb tray

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

CoNQ as % of sales:

$$\text{HR2698} = (2.6\% * 36.02 / 41.83) + 0.3\% = 2.54\%$$

FCR:

$$\text{HR2698} - 2.6\%$$

CPI (average):

$$\text{HR2698: } \text{€}36.02$$

NSP:

$$\text{HR2698: } \text{€}41.83$$

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 Warranty card	CR	Maggie Zhong Angela Leung	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Kathy Lau Angela Leung	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks	CR	Angela Leung Kathy Lau / Ellen Ho	
<u>Specify items for call center</u>	Product samples On-line call center training	CR-2weeks	Darwin Chung 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