

## Consumer Care book

Milestone: CR

Project:	IPD Daily Long Slot Toaster
Project ID:	3802
Business Group:	9042 Domestic Appliances
Category:	0341 Philips brand Kitchen Appliances
Innovation Site:	IS Hong Kong
Project Manager:	Samson Moy
Deliverable Owner:	Chris Wong

Status:	Approved
Save-date:	2016/07/14

BG CMM (*sign-off*): Name  
CCBM: Name

*Optional:*

QPL

SP

PM

SDE

Date: YEAR/MM/DD

*In case PPIM is used for document management, leave these fields blank as the responsible persons are defined in the tool.*



**Version History**

The current document version is described below:

<b>Version</b>	<b>Date of Changes</b>	<b>Change Summary</b>
0.1	2016-11-08	Initial version
0.2	2017-07-14	CR version

## 1. Product introduction, planning

### 1.1 Product introduction

	Plastic version 	Metal version 
<b>Features</b>	<ul style="list-style-type: none"> <li>• One long slot</li> <li>• Integrated bun warmer</li> <li>• High lift</li> <li>• 220-240V, 50-60Hz, 870-1030W or 950W</li> <li>• Defrost/Reheat function</li> <li>• 8 settings of browning</li> <li>• Compact size</li> <li>• Stop button</li> <li>• Cool wall</li> <li>• Cord storage</li> <li>• Removable crumb tray</li> <li>• Auto shut off (anti bread jam)</li> <li>• Extra auto shut off (timer control protection)</li> <li>• Rolling door protection (recess panel design)</li> </ul>	<ul style="list-style-type: none"> <li>• One long slot</li> <li>• Integrated bun warmer</li> <li>• High lift</li> <li>• 220-240V, 50-60Hz, 870-1030W or 950W</li> <li>• Defrost/Reheat function</li> <li>• 8 settings of browning</li> <li>• Compact size</li> <li>• Variable wide slot (with auto centering system)</li> <li>• Quick function buttons (Reheat button, Defrost button, Stop button)</li> <li>• Cool wall</li> <li>• Cord storage</li> <li>• Removable crumb tray</li> <li>• Auto shut off (anti bread jam)</li> <li>• Extra auto shut off (timer control protection)</li> <li>• Rolling door protection (recess panel design)</li> </ul>
<b>UI</b>	<ul style="list-style-type: none"> <li>- Easy to operate control knob (bun warming, re-heat and defrost on the knob)</li> <li>- Cancel button</li> </ul>	<ul style="list-style-type: none"> <li>- Easy to operate control knob (bun warming on the knob)</li> <li>- <b>Re-heat, defrost and cancel button with matching red LED light</b></li> </ul>
<b>Material and Finishing</b>	<ul style="list-style-type: none"> <li>- Full plastic, match with kettle HD9334</li> <li>- Matching with kettle HD4646</li> </ul>	<ul style="list-style-type: none"> <li>- Metal mixed with plastic, match with kettle HD9320/HD9321</li> <li>- Matching with HD9351 (Solar kettle)</li> </ul>

### 1.2 Product VPW



Daily Long Slot  
Toaster - VPW.pdf

### 1.3 IPD Milestones



Project Plan Committed	PPC: WK 1650
Prototype Consolidation	PC: N/A
Release for Engineering Series	RfES N/A
Product Validated	PV: WK 1724
Industrial Release	IR: WK 1728
Commercial Release	CR: WK 1731

### 1.4 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	Total Planned quantity (year 1)	FCP (€)	net – net price (€)	Going Price (€)
Plastic long slot	Iberia	15K	6.41	13.27	26.99
Metal long slot	Iberia	7K	8.11	18.36	39.99
Plastic long slot	France	6K	6.41	13.54	26.99
Metal long slot	France	2K	8.11	18.72	39.99
Plastic long slot	Benelux	5K	6.41	13.38	26.99
Metal long slot	Benelux	1K	8.11	18.51	39.99
Plastic long slot + lid	Korea	2K	6.62	17.29	32.79
Metal long slot	DACH	4K	8.11	18.82	39.99

## 2 Consumer Care Experiences and Repair Process

### 2.1 Consumer experience



Standard consumer journey:

Consumer journey	Care added value / Focus	Action required	Owner
Choose	Clear functional description and Highlights on features	Leaflet, Pre-sales FAQs	CMM, CC
Buy	Clear info of retailers	Call center script	CO MM
Set up	Guideline for Installation	DFU, QSG	PRC, DFU team
Use	Instructions for each function and trouble shooting	DFU, QSG	PRC, DFU team
Maintain/repair	Instructions for maintenance and trouble shooting	DFU, FAQs, Warranty card	PRC, CC
Replace	Instructions for replacement	DFU, QSG	PRC, DFU team

### 2.2 Service solution

Region	CC Experience Repair & Exchange	Repair Process
EURPOE	Replace	Scrap
APMEA	Replace	Scrap
South Latam	Replace	Scrap

### 3 Consumer Care Package planning

#### 3.1 Consumer Care Package – Touch point communication

Consumer touch point	Material	Milestone Readiness	Applicable y/n	Responsible	Accountable	What is the focus area for this user communication along the Consumer Decision Journey			
						Active Evaluation	Purchase	Post Purchase	Loyalty
<b>Front end touch points</b>									
<b>In-box / on box</b>									
	User Manual	IR	Y	PRC	CMM		X	X	
	Quick Start Guide	IR	N	PRC	CMM		X		
	World Wide Warranty Card	IR	Y	DFU	CMM			X	
	Product Leaflet	IR	Y	DFU	CMM		X		
<b>Web</b>									
	Product Photo's	CR	Y	CM M	CMM	X	X	X	
	FAQ's	CR	Y	PRC / KE	CMM	X	X	X	
	Leaflet	CR	Y	CM M	CMM	X	X	X	
	User Manual	CR	Y	DFU	CMM	X	X	X	
	CRPs online	CR+4wk	Y	CCP	CEM		X	X	
<b>Call Center / Social Media</b>									
	Training package – softskills / product details/education elements	IR	N	PRC / KE	KE / CMM	X	X	X	X
	Commercial Product samples Call center training, open box test, pre-sales testing.	IR	N	CM M	CMM	X	X	X	X
<b>Back end touch points</b>									
<b>Repair &amp; Exchange</b>									
	Service Manual	CR	Y	CCP	CCP			X	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR-2wks	Y	CCP	CCP			X	
	Consumer Replaceable Parts (CRP)	CR-2wks	Y	CCP	CCP			X	

### **3.2 Spare parts (CRP, Critical, commercial and online shop)**

Spare / Replacement part / CRP	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
Dust Cover	√	√	X	X	√
Crumb Tray	√	√	X	X	√

## **4 Launch preparation & Execution**

### **4.1 Launch team for Key Launches**

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre	IWS	Germany	30	Field Quality

## **5 Consumer Care cost prediction**

### **5.1 Predicted Field Call Rate (FCR)**

Target: 1.5%  
Best Estimate: 1.5%  
Max failure rate: 1.6%

### **5.2 Contact Center costs, per contacts**

Region	Contact center cost % VS sales	Remark
APMEA	0.07%	According to 2016 data of MAG L81
Europe	0.14%	According to 2016 data of MAG L81

### **5.3 Cost per Incident (CPI)**

Type	CPI (€)
Metal long slot	19.47
Plastic long slot	17.19
Plastic long slot with lid	17.34

## 5.4 Expected Cash-Out cost

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	Expected Cash Out% VS Sales (FCR target: 1.5%)
Metal long slot	1.62%
Plastic long slot	1.53%
Plastic long slot with lid	1.93%

## 5.5 Total product sample plan

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Activity	Samples qty	Owner
Fast Feedback – Germany	30	CO CC

## 6 Technical Product Description

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### 6.1 Mechanical- Service Manual

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Refers to TPS and Service manual