

## Consumer Care book

Milestone: CR

Project:	KA_IPD_Bobcat_Blender
Project ID:	5222
Business Group:	9042 Domestic Appliances
Category:	0341 Philips brand Kitchen Appliances
Innovation Site:	IS Hong Kong
Project Manager:	Dennis Lai
Deliverable Owner:	Chris Wong

Status:	Approved
Save-date:	2018/01/15

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	2017-06-07	PPC
0.2	2018-01-15	CR

## 1. Product introduction, planning

### 1.1 Product introduction



Keep smoothies fresher throughout the day\*

Blending reinvented – with vacuum

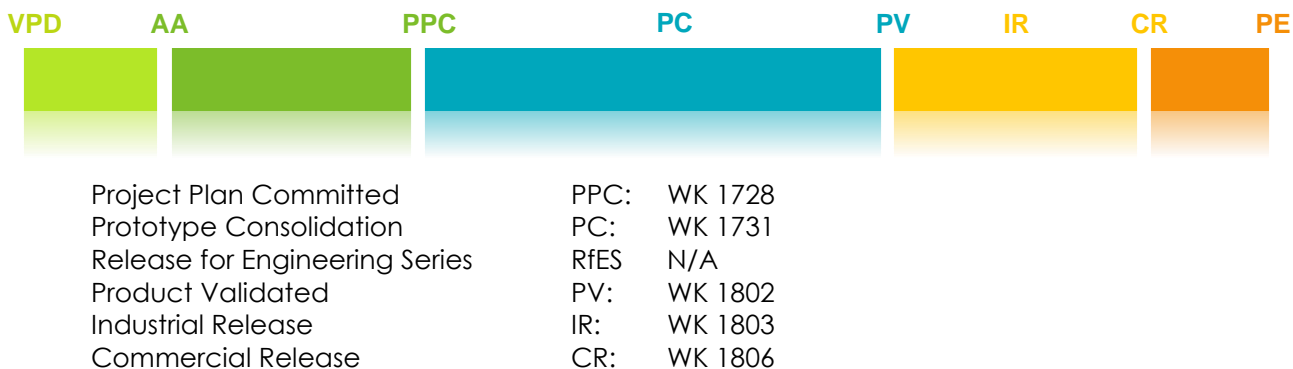
Vacuum blending prevents oxidation during blending and results in a fresher and tastier drink full of vitamins. High speed blending with 1400W, 35,000rpm powerful motor and Problend 6 3D technology unlocks millions of nutrients.

### 1.2 Product VPW



Bobcat-2017-04-10  
(VPC).pdf

### 1.3 IPD Milestones



## 1.4 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	Total Planned quantity (year 1)	FCP (€)	net – net price (€)	Going Price (€)
HR3752	Benelux	0.3K	61.82	122.01	259
HR3752	UK & Ireland	1K	61.82	127.26	267.92
HR3752	Nordics	5K	61.82	118.1	259
HR3752	Italy, Israel & Greece	0.8K	61.82	130.32	299.99
HR3752	Central Europe	3K	61.82	120.02	259
HR3752	Russia	1K	61.82	123.11	254.86
HR3752	Korea	5.5K	61.82	133.7	258.01
HR3752	China	11K	61.82	127.72	256.39
HR3752	Hong Kong	2K	61.82	133.7	258.01
HR3752	Turkey	0.4K	61.82	190.23	356.3
HR3756	Benelux	2K	66.05	131.43	279
HR3756	China	10.3K	66.05	134.14	268.28

## 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	Repair	Module swap
APMEA	Repair	Module swap

## 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+4wks	N	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?
Lid	√	√	X	X	X
Blender Jar Assy	√	√	X	X	X
Vacuum Lid Attachment	√	√	X	X	X

## **4 Launch preparation & Execution**

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

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre	IWS	Europe	20	Field Quality
Repair Centre	FFB	Korea	20	Field Quality
Repair Centre	FFB	China	20	Field Quality

## **5 Consumer Care cost prediction**

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

Target: 2.2%

Best Estimate: 2.0%

Max failure rate: 2.2%

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

Region	Contact center cost % VS sales	Remark
<b>APMEA</b>	0.007%	According to 2016 data of MAG L81
<b>Europe</b>	0.014%	According to 2016 data of MAG L81

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

Region	CPI (€)
Italy	33.48
Benelux	36.35
PRC	34.17
Korea	35.27
ISO CEE	30.54

Turkey	35.30
Nordic	26.10
Russia	30.54
UK & Ireland	37.75

## 5.4 Expected Cash-Out cost

Region	Expected Cash Out% VS Sales (FCR target: 2.2%)
Italy	0.57%
Benelux	0.62%
PRC	0.58%
Korea	0.58%
ISO CEE	0.56%
Turkey	0.41%
Nordic	0.49%
Russia	0.55%
UK & Ireland	0.65%

## 5.5 Total product sample plan

Activity	Samples qty	Owner
Fast Feedback – Europe	20	CO CC
Fast Feedback - China	20	CO CC
Fast Feedback - Korea	20	CO CC

## 6 Technical Product Description

### 6.1 Mechanical- Service Manual

Refers to TPS and Service manual