Consumer Care Book

Air Purifier Comfort
CR

Deliverable Owner:	Chris Wong
Status:	Approved
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Signature: **Beryl Pan**

Date: **2016/6/24**

Version History   The current document version is described below:

Version	Date of Changes	Change Summary
01	2015/10/27	Initial version
02	2016/6/24	Final version

1   1. Product introduction, planning

1.1   Product introduction

Comfort offers consumers a value for money, reliable and effective all-round performance solution that makes them feel confident (control and reassurance) their (new) home is a healthy home.
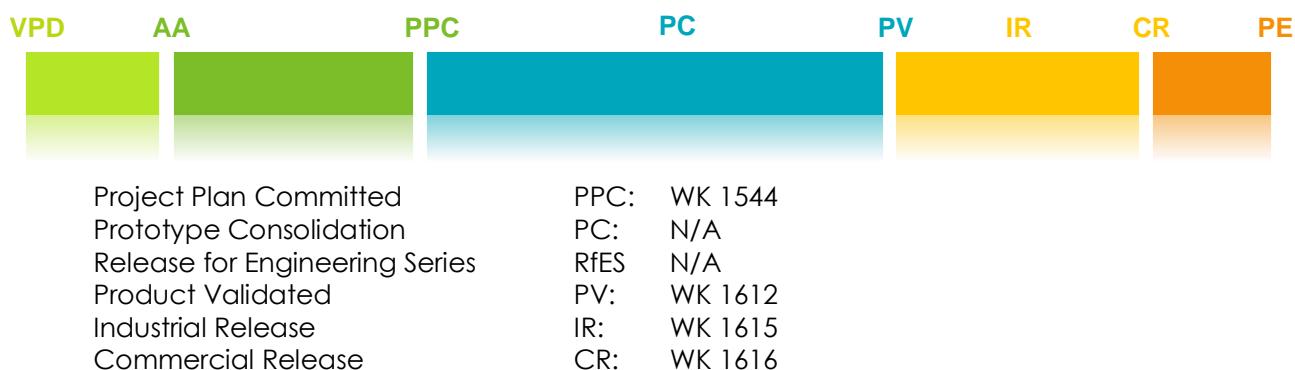
1.2   Product VPW

Refer to Comfort VPW

20150730_COMFOR
T_VPW_BP.pptx

1.3   IPD Milestones

| VPD | AA | PPC | PC | PV | IR | CR | PE |

Project Plan Committed	PPC:	WK 1544
Prototype Consolidation	PC:	N/A
Release for Engineering Series	RfES	N/A
Product Validated	PV:	WK 1612
Industrial Release	IR:	WK 1615
Commercial Release	CR:	WK 1616

1.4   Introduction Regions/countries, Quantities

CHINA	2016	2017	2018	2019	2020	Total
Comfort ME	8K	12K	13K	16K	20K	69K
Comfort HE	8K	12K	13K	16K	20K	69K
Comfort Fighter	10K	15K	16K	19K	24K	84K
Total	26K	39K	42K	51K	64K	222K

INDIA	2016	2017	2018	2019	2020	Total

Comfort HE	10K	15K	15K	15K	20K	**75K**

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	Warranty (year)	CC Experience Repair & Exchange	Repair Process
China	2	Repair/ carry in	Module swap /scrap

Region	Warranty (year)	CC Experience Repair & Exchange	Repair Process
India	2	Repair/ carry in / customer residence	Module swap /scrap

3 Consumer Care Package planning

3.1 Consumer Care Package – Touch point communication

Consumer touch point	Material	Milestone Readiness	Applic able y/n	Res pon sible	Accou ntable	What is the focus area for this user communication along the Consumer Decision Journey			
						Active Evaluation	Purch ase	Post Purchase	Loya lty
Front end touch points									
In-box / on box									
	User Manual	IR	Y	PRC	CMM		x	x	
	Quick Start Guide	IR	Y	PRC	CMM		x		
	Registration card	IR	N	CRM	CMM			x	x
	World Wide Warranty Card	IR	Y	DFU	CMM			x	
	Product Leaflet	IR	Y	DFU	CMM		x		
Web									
	Product Photo's	CR	Y	CM M	CMM	x	x	✳	
	Warranty Policy Statement	CR	N	DFU	CMM			x	
	FAQ's	CR	Y	PRC / KE	CMM	x	x	x	
	Leaflet	CR	Y	CM M	CMM	x	x	x	
	Tips and Tricks	CR	N	PRC / KE	CMM	x	x	x	
	User Manual	CR	Y	DFU	CMM	x	x	x	
	CRPs online	CR	N	CCP	CEM		x	x	
	Instruction videos (tutorials)	CR	N	Mar com	CMM	x	x	x	
Call Center / Social Media									
	Call center Scripts and Tips	CR	Y	PRC / KE CEM	CEM/ KE	x	x	x	x
	Training package – softskills / product details/education elements	CR	Y	PRC / KE	KE / CMM	x	x	x	x
	Training execution	CR	Y	PRC / KE	KE	x	x	x	x
	2 Pager with high level details	CR	N	CEM	CEM	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	CR	Y	CM M	CMM	x	x	x	x
Back end touch points									
Repair & Exchange									
	Service Manual	CR	Y	CCP	CCP			x	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR	Y	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR	N	CCP	CCP			x	

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PHILIPS

	Training package diagnostics & repair	CR	Y	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	Y	CCP	CCP			x	

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

Sparepart / Replacement parts Specifics

Refer to the part list in Service Manual

CRP / Accessories

Part Name	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
TBD	TBD	TBD	TBD	TBD	TBD

4 Launch preparation & Execution

4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
China	TBD	Comfort HE x 1	CO MM/CO CC
India	TBD	Comfort HE x 1	CO MM/CO CC

4.2 Fast Feedback Program

Feedback Channels	Remarks	regions	Quantity	Accountable
Service Centres	Comfort ME	China	30	CO CC
Service Centres	Comfort HE	China	30	CO CC
Service Centres	Comfort Fighter	China	40	CO CC
Service Centres	Comfort HE	India	40	CO CC

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

**China**

**Best case @CREX: 1.7**

**Worst case @CREX: 4.3**

**FCR target: 1.7**

**India**

**Best case @CREX: 3.8**

**Worst case @CREX: 6.8**

**FCR target: 3.8**

5.2 Contact Center costs

Region	Contact center cost % VS sales	Remark
China	0.25%	According to China 2014 data for Air

5.3 Cost per Incident (CPI)

Refer to the CPI of Comfort

**China: 14.38 EUR**

**India: 18.14 EUR**

5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales	
	Best case (FCR: 1.7%)	Worst case (FCR: 4.3%)
China	0.20%	0.51%

	Expected Cash Out% VS Sales	
	Best case (FCR: 3.8%)	Worst case (FCR: 6.8%)
India	0.43%	0.77%

5.5   Total product sample plan

Activity	Samples qty	Owner
Call center training (China)	*Comfort ME x 1*	CO CC
Call center training (China)	*Comfort HE x 1*	CO CC
Call center training (China)	*Comfort Fighter x 1*	CO CC
Call center training (India)	*Comfort HE x 1*	CO CC
Pre launch testing (China)	*Comfort HE x 1*	CO CC
Pre launch testing (India)	*Comfort HE x 1*	CO CC
Fast feedback (China)	*Comfort ME x 30*	CO CC
Fast feedback (China)	*Comfort HE x 40*	CO CC
Fast feedback (China)	*Comfort Fighter x 40*	CO CC
Fast feedback (India)	*Comfort HE x 40*	CO CC

6   Technical Product Description

Refers to TPS and Service manual