

Consumer Care Book Neutron Kettle – HD9305

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Product picture:



Product introduction

This is the product introduction of Neutron:



	HD9305
Going price	29.99€
Volume (L)	1.5L
FCP estimated	8.75€ – EU version
Wattage	2200W
Lid material	Plastic
Lid opening	Hinged opening Lid, fully removable for “Easy to clean”
Water level indicator	YES
Pilot light	No
360 Base	Yes
Concealed Element	Yes
Filter	Yes (basic, not removable)
Location of switch	Bottom
Material	Brushed Stainless Steel
Longer lasting heating element	15000 cycles
Launch date	Nov.’14 in Russia and Korea; Jan.-Feb. ’15 in ROW



Neutron type numbers					
	WEU/Peru	Russia & CEE	S. Korea	Middle East	S. Africa (TBC)
Type number: Black version	HD9305/20	HD9305/21	HD9305/22	HD9305/26	HD9305/23
Type number: Blue version		HD9302/21			

Consumer Care Focus

1. Pre-purchase
 - a. Content to deliver for web content included: product leaflet, DFU, general FAQs, SBOM and Service Manual, these will be ready at CR
2. Post – purchase
 - a. Content to deliver for web content included: trouble shooting FAQs, Tips and Tracks

Introduction and sales planning

COs	Type number	First 3 months	Annual volume forecast (pcs)	RRP	3NP (euro)	Launch time
Russia	HD9305/21 HD9302/21	15,000	60,000-80,000	1690Rbl (to be adjusted before launch to ensure 30% IGM%)	15.47	Nov'14
Middle East HD	HD9305/26	10,000	70,000	AED 149	15.71	Dec.'14
S. Korea	HD9305/22	9,500	30,000	36.5 Euro (55,000KRW)	18.39	Nov'14
CEE	HD9305/21	4,950	14,700	29.99 Euro	15.48	Jan-Feb'15
Nordics	HD9305/20	1,500	8,000	29.99 Euro	15.06	Mar'15
Peru	HD9305/20	2,000	6,500	33.5 Euro (129PEN)	17.17	Jan-Feb'15
S. Africa	HD9305/23	4,000	15,000	To be provided	17.8 (To be confirmed)	Jan-Feb'15

IPD milestones

PPC wk1412
IR wk1432
CR wk1434

Warranty and service policy (break fix)

- 2 year warranty
- All of the world: exchange

Accessories, consumer replaceable parts

Accessories will be made available:

- 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:

HD9305/20	= $(1.8\% * 18.75 / 16.051) + 0.3\% = 2.54\%$
HD9305/26	= $(1.8\% * 19.05 / 15.71) + 0.3\% = 2.48\%$
HD9305/21	= $(1.8\% * 18.75 / 15.79) + 0.3\% = 2.44\%$

FCR:

1.8%

Triple Net Price (average):

HD9305/20	= €16.051
HD9305/26	= €15.71
HD9305/21	= €15.79

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	Susan Zhao Nora Ji	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Vicki Wan Nora Ji	
<u>Web – post purchase</u>	User manual FAQ Tips & Tricks	CR	Susan Zhao Vicki Wan	
<u>Specify Items for Service Center</u>	Service manual and Service BOM	CR-2weeks	Jasmine Liu	

Consumer Experience feedback loop – plse specify

Consumer Touch point	Medium	Additional cost
Call center	Easy Xtract Freetext	No
Web	Easy Xtract Freetext	No