

Consumer Care Book Mini Blender

Blender HR2872, HR2874 and HR2876

Approved by

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(Please place signature)

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Version: 1.2

Review: Carmen Au

Product picture:

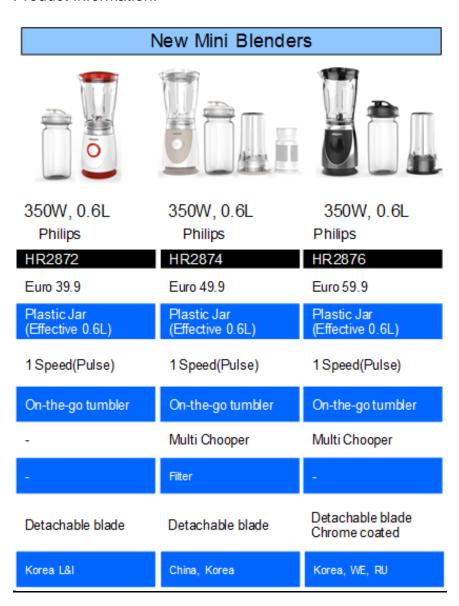




Product introduction

- Mini blenders are very important segment especially in Asia (China, Korea) after first launching in 10 years ago
- Mini blenders still remains important segment in Korea(42% of Blender sales from Mini) and Greater China (12% is mini) and some other countries like Russia (13%) and DACH(17%)
- Especially, key competitor Tefal introduced new products in 2012 and threatening our position in Korea and gain share in Europe
- · Philips introduced last mini blenders in 2008 and need some news to the markets

Product Information:





Consumer Care Focus

- 1. Pre-purchase
 - a. Content to deliver for web content included: User Manual and general FAQs will be ready at CR
- 2. Post purchase
 - a. Content to deliver for web content included: FAQs

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	List Price
HR2872	DACH, Korea	11k	€33.39
HR2874	DACH, France, Iberia, Russia, Korea, Singapore Sales, China	69k	€41.76
HR2876	DACH, France, Benelux, Nordics, Korea, China	39k	€50.13

Focus country: Korea

IPD milestones

PPC wk1327 IR wk1344 CR wk1349

Warranty and service policy (break fix)

- 2 year warranty (= standard for BG DA product)
- Mini Blender
 - West Europe: Exchange
 - o Russia and Rest of the World: Repair

Accessories, consumer replaceable parts

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:

$$\begin{split} & \text{HR2872} = (\text{FCR}\%\text{CPI/NNP}) + 0.3\% = (1.5\%\text{*}12.53/20.9) + 0.3\% = 1.20\% \\ & \text{HR2874} = (\text{FCR}\%\text{CPI/NNP}) + 0.3\% = (1.5\%\text{*}16.04/25.86) + 0.3\% = 1.23\% \\ & \text{HR2876} = (\text{FCR}\%\text{CPI/NNP}) + 0.3\% = (1.5\%\text{*}16.52/30.62) + 0.3\% = 1.11\% \end{split}$$

FCR:

HR2872 = 1.5% HR2874= 1.5% HR2876= 1.5%

CPI (average):

HR2872 = €12.53

HR2874 = €16.04

HR2876 = €16.52

NNP (average): HR2872: €20.90 HR2874: €25.86 HR2876: €30.62

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)
In-box / on-product	User manual QSG Warranty card	CR	Sungho Moon/ Susan Zhao	
Web – pre purchase	FAQ Leaflet	CR	Vicki Wan/ Sungho Moon	
Web – post purchase	User manual FAQ	CR	Vicki Wan/ Sungho Moon	
Specify Items for Service Center	Service manual and Service BOM	CR-2weeks	Dannel Guo	

Consumer Experience feedback loop - plse specify



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