

Consumer Care Book Mini Blender

Blender

HR2872, HR2874 and HR2876

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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:

New Mini Blenders		
		
350W, 0.6L	350W, 0.6L	350W, 0.6L
Philips	Philips	Philips
HR2872	HR2874	HR2876
Euro 39.9	Euro 49.9	Euro 59.9
Plastic Jar (Effective 0.6L)	Plastic Jar (Effective 0.6L)	Plastic Jar (Effective 0.6L)
1 Speed(Pulse)	1 Speed(Pulse)	1 Speed(Pulse)
On-the-go tumbler	On-the-go tumbler	On-the-go tumbler
-	Multi Chooper	Multi Chooper
-	Filter	-
Detachable blade	Detachable blade	Detachable blade Chrome coated
Korea L&I	China, Korea	Korea, WE, RU

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
 - 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:

HR2872 = (FCR%*CPI/NNP)+0.3% = (1.5%*12.53/20.9)+0.3% = 1.20%
 HR2874 = (FCR%*CPI/NNP)+0.3% = (1.5%*16.04/25.86)+0.3% = 1.23%
 HR2876 = (FCR%*CPI/NNP)+0.3% = (1.5%*16.52/30.62)+0.3% = 1.11%

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)
<u>In-box / on-product</u>	User manual QSG Warranty card	CR	Sungho Moon/ Susan Zhao	
<u>Web – pre purchase</u>	FAQ Leaflet	CR	Vicki Wan/ Sungho Moon	
<u>Web – post purchase</u>	User manual FAQ	CR	Vicki Wan/ Sungho Moon	
<u>Specify Items for Service Center</u>	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