

## Consumer Care Book HR7626/HR7627/HR7628/HR7629 New Daily Food Processors

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Approved by

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Date: 2011-12-13 (v1.0)

Product picture:



## Product introduction

To defend and strengthen our market position in both food processors as well as our standing as a Full fledged KA player, we are launching two completely new ranges in Q3, 2012 to cover both high end and low end user.

- A new mid end Viva collection starting Q1, 2012 (launched)
- A new high end Avance collection starting Q3, 2012
- A new low end Daily collection starting Q3, 2012 – Q2, 2013

This is the product introduction of New Daily food processors:

**PHILIPS**



### Maximum variety of recipes, minimum effort

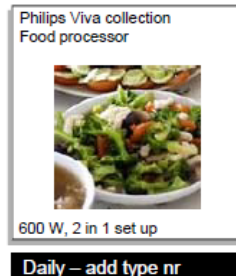
Create home made cakes, gratins, mousses, salads, drinks, dips, pies, dressings and more

Specifications:

650W , Bowl 2.2L, Blender 1.5L, chopper mill  
TBC accessories including chopping knife, kneading tool, emulsifying disc, spatula, and xxx

Going: € 60-80 TBC

Intro Sep 2012



#### Powerful precision

- 600 Watt motor for powerful processing
- 2 speed settings and pulse for maximum control
- Accessories to easily perform 25 functions from whipping to slicing, grating, blending and chopping
- Up to 5 portions in one go

#### Effortlessly easy

- Tool holder is in bowl, minimizing leaks and mess
- Form fitting couplings and tools for easy assembly

#### Reliably durable

- Break resistant jar withstands intensive use
- Sturdy base stands stable, even during kneading
- Dishwasher safe accessories

Updated

## PHILIPS

### Food Processor Portfolio 2012 – Daily close up

New Daily has same technical spec as predecessors unless highlighted

#### Current Daily

##### HR7625

- 500W
- Compact storage in bowl
- € 79 (€ 20 uplift for just the blender does not work any longer, actual GfK is now € 68)



##### HR7621 (DACH)

- 500W
- Compact storage in bowl
- € 59
- As HR7620+ granulating insert
- Or as HR7625 - blender



##### HR7620

- 500W
- Compact storage in bowl
- € 59



#### New Daily proposal

##### HR7629

- 650W
- Easier to set up, use and clean
- Full metal disc
- Citrus press
- Compact storage in bowl
- € 80

##### HR7628

- 650W
- Easier to set up, use and clean
- Compact storage in bowl
- € 70

##### HR7627 (DACH and others)

- 650W
- Easier to set up, use and clean
- Compact storage in bowl
- € 60

##### HR7626

- 650W
- Easier to set up, use and clean
- Compact storage in bowl
- € 60

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## PHILIPS

### VPH - Philips Food Processor Range

1. Target	2. End-User Insight	3. Competitive Environment
<p>•30-46 years, predominantly female</p> <p>•Takes care of the family. (S)he is very pragmatic and looking for real solutions, sees cooking as an important way to take care of family and friends. (S)he wants to enjoy time together and make sure her loved ones get good food, meaning tasty, variety and healthy homemade food. She believes it is best to cook everyday but needs help with her dilemmas: time, inspiration, navigation and confidence.</p> <p>•Different sources of information used, such as internet, cooking magazines and TV shows</p>	<p><i>I get a lot of pleasure from sharing great meals with my family. I do enjoy the cooking of these meals, however as part of the food preparation I need to do a lot of slicing, chopping, cutting and so on.</i></p> <p><i>A food processor can help with these tasks which is great; still, there is always some effort required from my side when handling it, being it the set up, assembling the bowl and discs/tools, cleaning, or finding a way to store the device and all its accessories.</i></p> <p><i>If cooking can be an enjoyable task, why can food processors not help making the preparation really enjoyable, too?</i></p>	<p>1. KA players &amp; specialists: <b>Braun</b>: "High standards easier to reach"; <b>Moulinex</b>: "Enables you to enjoy more of life"; <b>Kenwood</b>: "Professional standards of performance"; <b>Bosch</b>: "Professional kitchen tools invented for life"; <b>Tefal</b>: "Innovative ideas that are essential to make you life easier"; <b>Local KA</b> players (e.g., Midea, Bork and Amo), well known local brands, and are increasingly innovating and expanding</p> <p>2. Other F&amp;B solutions in the 'anyday' dilemma: ready meals and meal solutions (FMCG brands), supermarkets, take-away, restaurants</p>
4. Benefits	5. Reasons to Believe	6. Discriminator
<p><i>F: These food processors do not only do the work for you on cutting/slicing and other tasks but let you do all this preparation in a very easy way. It's intuitive to use, clean and store, it makes handling them a very easy and fast job.</i></p> <p><i>E: These food processors turn the preparation of food into an enjoyable experience, so you can truly enjoy your cooking time.</i></p>	<ol style="list-style-type: none"> <li>1. Reliable performance</li> <li>2. High quality accessories that perform all key functions</li> <li>3. Easy and intuitive to assemble, use and clean</li> </ol>	<p>Widest variety if recipe preparation, easiest to set up, use and clean</p> <p>In 5 words: Best performance for everyday meals</p>
<p><b>Philips Brand positioning</b> *sense and simplicity*</p>		
<p><b>Designed Around You</b></p> <ul style="list-style-type: none"> <li>• Catered to the needs of the target group with little time, makes complicated food preparation tasks easy</li> </ul>	<p><b>Easy To Experience</b></p> <ul style="list-style-type: none"> <li>• Intuitive use from start (preparing food) to finish (cleaning the device)</li> </ul>	<p><b>Advanced</b></p> <ul style="list-style-type: none"> <li>• Durable material, smart assembly and storage. True support in daily cooking life</li> </ul>
<p><b>Philips Brand personality</b></p>		<p><i>Philips is Empathetic – Trustworthy – Courageous – Knowledgeable – Captivating</i></p>

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And there are some optional accessories:

- HR7626 = Bowl, Accessories for 20+ functions, 2 metal inserts
- HR7627 and HR7628 = Bowl, Blender jar, Accessories for 25+ functions, 3-5 metal inserts
- HR7629 = Bowl, Blender jar, Accessories for 25+ functions, 1-2 reversible disc

**Consumer Care Focus**






































1. Pre-purchase
  - a. This is Food Processor roadmap and New Daily is positioning as a low-end collection. It is the successor of HR7620/HR7621/HR7625
  - b. Content to deliver for web content included: product leaflet, DFU, QSG, general FAQs, SBOM and Service Manual, these will be ready at CR



Updated

## Food Processor Portfolio 2012

*From subcategory strategy October 2011*

Premium, Robust Collection	 <b>HR7781 Robust</b> • 1200W • Easy to clean • Tough processing • 5 accessories • € 430						
High-end, Avance Collection	<table style="width: 100%; text-align: center;"> <tr> <td style="width: 16%;">   <b>HR7774 PE</b>                      • 1000W                      • 7 accessories                      • € 160                 </td> <td style="width: 16%;">   <b>HR7775 ALU</b>                      • 1000W w. juicer                      • 10 accessories                      • € 220                 </td> <td style="width: 16%;">   <b>HR7765-66</b>                      • 1000W                      • Meat mincer, juicer                      • € 240-300                 </td> <td style="width: 16%;">   <b>New Sep 2012 HR7766/7767</b>                      • € 150 / € 160 with mini-juicer                 </td> <td style="width: 16%;">   <b>New Sep 2012 HR7768</b>                      • 3 in 1 set up                      • € 200                 </td> <td style="width: 16%;">   <b>New Mar 2013 HR7769</b>                      • 4 in 1 set up                      • € 250                 </td> </tr> </table>	 <b>HR7774 PE</b> • 1000W • 7 accessories • € 160	 <b>HR7775 ALU</b> • 1000W w. juicer • 10 accessories • € 220	 <b>HR7765-66</b> • 1000W • Meat mincer, juicer • € 240-300	 <b>New Sep 2012 HR7766/7767</b> • € 150 / € 160 with mini-juicer	 <b>New Sep 2012 HR7768</b> • 3 in 1 set up • € 200	 <b>New Mar 2013 HR7769</b> • 4 in 1 set up • € 250
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Mid-end, Viva Collection	<table style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">   <b>HR7770</b>                      • 550W                      • Color coded accessories &amp; speeds                      • Compact storage in bowl                      • € 100                 </td> <td style="width: 33%;">   <b>New Mar 2012 HR7761-7762</b>                      • 750W                      • Color coded accessories &amp; speeds                      • Accessory storage                      • € 80-90                 </td> <td style="width: 33%;">   <b>HR7771/50</b>                      • 700W                      • Easy cleaning                      • Color coded speeds &amp; 6 accessories                      • € 120                 </td> </tr> </table>	 <b>HR7770</b> • 550W • Color coded accessories & speeds • Compact storage in bowl • € 100	 <b>New Mar 2012 HR7761-7762</b> • 750W • Color coded accessories & speeds • Accessory storage • € 80-90	 <b>HR7771/50</b> • 700W • Easy cleaning • Color coded speeds & 6 accessories • € 120			
 <b>HR7770</b> • 550W • Color coded accessories & speeds • Compact storage in bowl • € 100	 <b>New Mar 2012 HR7761-7762</b> • 750W • Color coded accessories & speeds • Accessory storage • € 80-90	 <b>HR7771/50</b> • 700W • Easy cleaning • Color coded speeds & 6 accessories • € 120					
Low-end, Daily Collection	<table style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">   <b>HR7605</b>                      • Compact                      • Top driven                      • MicroStore                      • € 55                 </td> <td style="width: 33%;">   <b>HR7620/HR7621/HR7625</b>                      • 500W                      • Compact storage in bowl                      • € 60-80                 </td> <td style="width: 33%;"> <div style="border: 1px solid yellow; padding: 5px; color: black; font-weight: bold;"> <b>New Sep 2012</b>                      Best results, easier cleaning                      No chimney in bowl – unique in LE                 </div>  </td> </tr> </table>	 <b>HR7605</b> • Compact • Top driven • MicroStore • € 55	 <b>HR7620/HR7621/HR7625</b> • 500W • Compact storage in bowl • € 60-80	<div style="border: 1px solid yellow; padding: 5px; color: black; font-weight: bold;"> <b>New Sep 2012</b>                      Best results, easier cleaning                      No chimney in bowl – unique in LE                 </div> 			
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Proposed projects (in priority order)

- 1 Strong new Daily - 6 SKUs TBC
- 2 Avance ice cream maker & potato peeler
- 3 Distribution change old Viva (7771-7772)
- 4 March 2014 – Viva and Avance refresh

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2. Post – purchase
  - a. Content to deliver for web content included: trouble shooting FAQs, Tips and Tracks

## Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	FCP	NNP	Going Price
HR7626	China, France, Nordic, DACH, Netherlands, Italy, Singapore, MEA, Russia, CEE, LATAM, UK & Ireland, Rest WE, Rest Asia	151k	€14.36	€31.58	€ 55
HR7627	France, Nordic, DACH, MEA, Rest WE,	18k	€14.59	€31.58	€ 60
HR7628	China, S.Korea, France, Nordic, DACH, Netherlands, Italy, Singapore, MEA, Russia, CEE, LATAM, UK & Ireland, Rest WE, Rest Asia	142k	€16.97	€36.84	€ 70
HR7629	France, Nordic, MEA	7k	€17.82	€42.11	€ 80

### IPD milestones

PPC wk1150  
 IR wk1225  
 CR wk1229

### Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- West Europe and Rest of the World: Carry in, repair, module swap

### Accessories, consumer replaceable parts

- Bowl
- Blender Jar
- Metal inserts
- Reversible disc

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**

Region	FCR%	Cost per call	Total CPI (per MAG avg. data)	CoNQ % = $\left\{ \frac{\text{FCR} \times \text{CPI}}{\text{NSP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NSP}} \right\}$
Europe	<2%	€10	€ 20.19	$(2\% \times 20.19) + (0.3\% \times 10) / 31.58 = 1.37\%$

Call center cost as % of sales (Amount of calls/ total sales): 0.3%

P.S. Take reference model actual CPI for estimation

Current period = 2012/Dec , MDC File date = Tuesday, Febru

YTD
Customer
Production Month
Cu

MEASURES as values	Number Of Claims	Amount paid to the claimer	CPI paid to claimers
<a href="#">HR7620/70</a>	138	3,083.47	22.34
<a href="#">HR7621/70</a>	173	2,510.55	14.51
<a href="#">HR7625/70</a>	103	2,765.78	26.85
<b>Custom Subset 2</b>	<b>414</b>	<b>8,359.80</b>	<b>20.19</b>

**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	Maggie Zhong Kartin Hansson	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Vicki Wan Kartin Hansson	
<u>Web – post purchase</u>	User manual FAQ Tips & Tricks	CR	Kartin Hansson Vicki Wan/ Ellen Ho	
<u>Specify items for call center</u>	Product samples On-line call center training	No sample is reserved, will arrange general KA product training in Q3,2012	Lisa Lau	
<u>Specify Items for Service Center</u>	Service manual and Service BOM	CR-2weeks	Fanny Kwok	

**Consumer Experience feedback loop – plse specify**

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