

Consumer Care Book Basic Table Grill HD6320/RI6320 / HD6322/RI6322 / HD6324

Approved by:

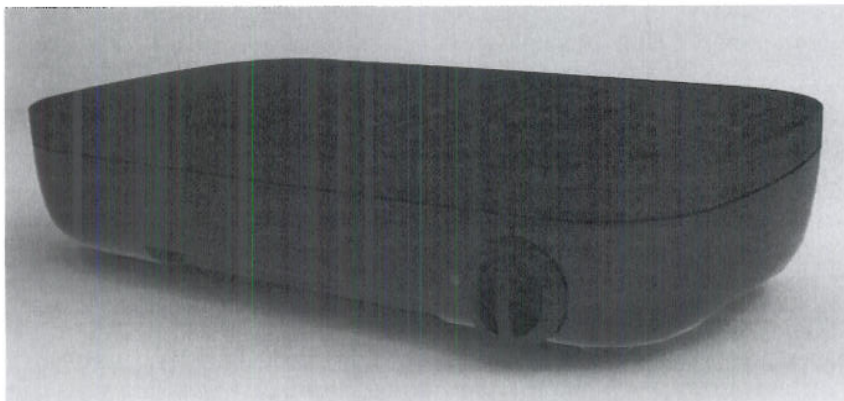
Author: Yvonne Dingsté/Gérard Verkerk
Date: 02-03-2011
AKB: AKB 32RV-1100006
Version: PPC

CMM: Can Akar

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Date: 2011/04/18



Product introduction

Until 2008 Philips has been offering off the shelf propositions. In 2008, the whole portfolio is renewed by introducing current contact and table grills, which were designed by Philips design. Current portfolio only consists of mid-end and high-end products (end of Q3 and higher) and lack the basic products (Q2 and lower Q3). Introducing these propositions at the targeted prices levels will enable us to have a complete portfolio.

Launch date is September 2011.

VPH

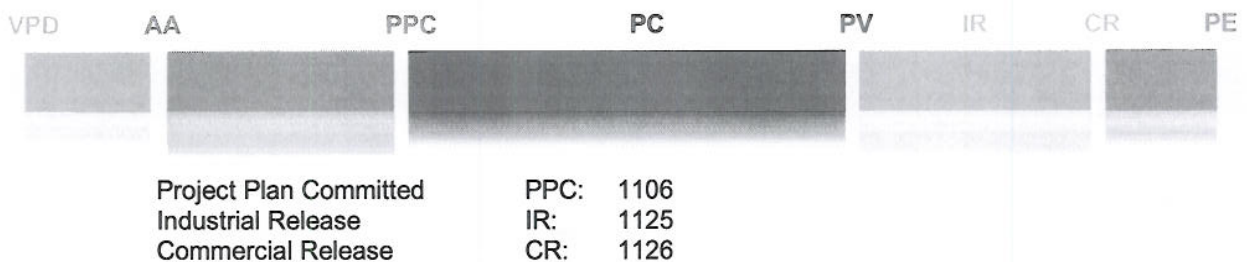
1. Target	2. End-user Insight	3. Competitive Environment
<p>Guidance & Support:</p> <ul style="list-style-type: none"> Generally women who are pragmatic and not perfectionists who approach new things with a healthy skepticism. They can be timid, experimental or comfortable cooks. Cooking is all about caring for others, and also enjoying the process when they have time for it. Everyday cooking (limited time) is more about nourishment, whereas hosting (more time) is more about satisfying and pleasing all guests by offering good tasting food presented in a way that garners compliments and acknowledgement. They can be frustrated with poor results. They are trying to overcome four dilemmas: time, inspiration, weight and confidence. Grilling is easy, fast, tasty and healthy which gives them the motivation and ensured results easily. This also makes grilling both useful for everyday cooking and entertaining. 	<p>I like to treat my family and friends with tasty grilled food, or spy on the outside and busy on the inside. For this, I believe the grilling time and temperature are important. However, it can be difficult to know when your food is grilled exactly right.</p> <p>I wish I could ensure that the grilling time and temperature are exactly right, so I can enjoy the taste of any kind of food we like with my family and friends.</p>	<p>FR Tefal Planche Maiega Precision in cooking thanks to Thermospot</p> <p>DE: Cloer 666 Best BBQ results thanks to heating element integrated to grill plate</p> <p>ES Princess Chef-Iron Kitchen Iron profession quality grilling</p>
4. End-user benefit	5. Reasons to Believe	6. Discriminator
<p>Now there is an electric grill that offers you the right grilling surface and temperature for any kind of food you like, so you ensure that you always treat your family and friends with tasty grilled food.</p>	<ul style="list-style-type: none"> This grill has an adjustable thermostat which offers you a wide temperature range from low temperatures for gentle grilling for your fish and vegetable (70 C) to high temperatures (+230 C) for searing the meat. The reversible plate has two surfaces: smooth surface to gently grill your fish and vegetables, ribbed surface to grill your meat with appetizing grilling stripes. The grill comes with a table which guides you through ideal time and temperature for achieving best grilling results with any kind of food. 	<p>Only Philips grill with reversible plates guides you through the ideal time and temperature so that you enjoy tasty grilled food every day.</p>
<p>Brand positioning: Describe how you (will) know for sure above proposition make consumers/customers consider this.</p>		
<p>design: around you: Reversible plate and temperature control for ensuring tasty results</p>	<p>advances: High power for quickly reaching high temperatures (+230C)</p>	<p>easy to experience: Dish washable plate</p>

Consumer care focus

For this product we carry out the standard consumer care package. Special focus is to have cleaning movies/instructions and recipes available on the "My Kitchen" website.

Sales introduction and IPD milestone planning

Country		Month of introduction	Planned sales year of introduction (x k)	Planned sales total period 2011-2016 (x k)
Benelux	HD6320	Sept 2011	1	13
Turkey	HD6320	Sept 2011	1	19
MEA	HD6320	Sept 2011	1	150
MEA	HD6322	Mrch2012	2	94
France	HD6320	Sept 2011	4	56
Italy	HD6320	Sept 2011	2	30
Brazil(LV/HV)	RI6320	Sept 2011	1	25
Brazil(LV/HV)	RI6322	Mrch 2012	2	27
Iberia	HD6320	Sept 2011	3	38
Argentina	HD6320	Sept 2011	1	19
Poland	HD6320	Sept 2011	1	19
CEE	HD6320	Sept 2011	1	19
Korea	HD6324	Mrch 2012	1	189
Greece	HD6320	Sept 2011	1	19



Warranty and service policy

- 2 Year warranty
- Western Europe replacement.
- ROW Carry in, repair by component swap.

Accessories & Consumer Replaceable Parts

Spare part	Consumer Replaceable Part	Commercial Accessory	Online shop price
Reversible Grill plate	Y	N	€ 21
Korean Grill plate	Y	N	€ 18,59
Grease tray	Y	N	€ 7,35
Glass lid for Soup Bowl	Y	N	Discussion still
Glass lid for Grill Service	Y	N	Discussion still
Metal Soup bowl	Y	N	Discussion still

Consumer touch points for consumer care

ROW	<ul style="list-style-type: none"> • In-box • Web (.com / .care) • Call Center • Trade • Service Centers
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CoNQ prediction & cost driver assumption

CoNQ as % of sales: 1,08 %
 FCR: 1,73 %
 CPI: € 25,74
 Call center cost as % of sales: 0,25 %

Consumer care package

Item	Detail	Availability timing	Owner	Cost (T.I.C) / Marcom budget
In-box				
	User Manual	PV (text) IR (final)	Can Akar/Annelie Klaassen	
	Quick Start Guide	IR	Can Akar	
	World Wide Guarantee Card	IR	Judy Danoe	
Web				
	Leaflet and Photo's	CR	Can Akar	
	Pre-purchase FAQ's	CR	Janny Bulten /Fenna Lesman	
	Post-purchase FAQ's	CR	Janny Bulten/Fenna Lesman	
	Consumer Care Leaflet	CR	CEM	
Call Center				
	Training package - technical and soft skills	IR	Janny Bulten/ Can Akar / Yvonne Dingsté	Benelux, France, Germany & Turkey
	Training execution (online)- Korea	CR	Janny Bulten / Fenna Lesman	
	Commercial Product samples	IR	Can Akar	€1000,- (20 appliances total)
		CR		
Service Centers				
	Service Manual	CR - 2WK	Yvonne Dingsté	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR - 2WK	Yvonne Dingsté	
	Training package diagnostics & repair	CR	Yvonne Dingsté	

Consumer experience feedback loop

No call center feedback and web reviews will be planned by consumer care.