Consumer Care book

Milestone: CR

Project:	KA_IPD_Kettle_Solar kettle
Project ID:	4928
Business Group:	9042 Domestic Appliances
Category:	0341 Philips brand Kitchen Appliances
Innovation Site:	IS Hong Kong
Project Manager:	Ben Tang
Deliverable Owner:	Chris Wong

Status:	Approved
Save-date:	2017/06/08

BG CMM *(sign-off):* Name
CCBM: Name

Optional:
QPL
SP
PM
SDE

Date: YEAR/MM/DD

In case PPIM is used for document management, leave these fields blank as the responsible persons are defined in the tool.

Version History   The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2017-01-13	PPC version
0.2	2017-06-08	CR version
0.3	2017-07-14	CR updated version

1. Product introduction, planning

1.1   Product introduction

Feature	HD9350

Architecture
- 1.7Liter
- Metal housing
- 360 degrees base
- Automatic shut-off
- Boil-dry protection
- Cord storage
- Flat heating element
- Non-slip feet
- On/off switch
- Ready signal
- Plastic lid with spring opening
- Wide opening lid
- Water level indicator behind the handle
- Pilot light
- 2200W

Material and Finishing
- Metal/ plastic handle

Feature	HD9351

Architecture
- 1.7Liter
- Metal housing
- 360 degrees base
- Automatic shut-off
- Boil-dry protection
- Cord storage
- Flat heating element
- Non-slip feet
- On/off switch
- Ready signal
- Metal lid with spring opening
- Wide opening lid
- Water level indicator behind the handle
- Pilot light
- 2200W

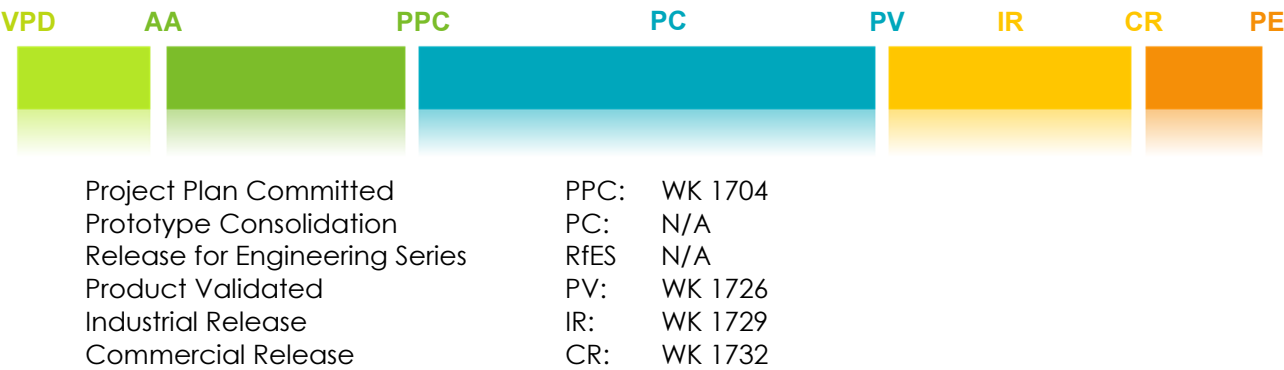Material and Finishing
- Metal/ plastic handle

Feature	HD9355

Architecture
- 1.7Liter
- Keep warm temperature at 80degree Celsius
- Metal housing
- 360 degrees base
- Automatic shut-off
- Boil-dry protection
- Cord storage
- Flat heating element
- Non-slip feet
- On/off switch
- Ready signal
- Metal lid with spring opening
- Wide opening lid
- Water level indicator behind the handle
- Pilot light
- 2200W

Keep warm button

Material and Finishing
- Metal/ plastic handle

1.2 Product VPW

Superior Proposition Worksheet_Solar.pdf

1.3 IPD Milestones

VPD   AA   PPC   PC   PV   IR   CR   PE

|		
Project Plan Committed	PPC:	WK 1704
Prototype Consolidation	PC:	N/A
Release for Engineering Series	RfES	N/A
Product Validated	PV:	WK 1726
Industrial Release	IR:	WK 1729
Commercial Release	CR:	WK 1732

1.4 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	Total Planned quantity (year 1)
Solar Metal Kettle	DACH	100K
	BNL	43K
	NORDICS	20K
	CEE	50K
	RUSSIA	50K
	ASEAN	30K
	MEA	15K
	CHINA	250K
	KOREA	34K
	IBERA	10K
	LATAM	30K

2 Consumer Care Experiences and Repair Process

2.1 Consumer experience
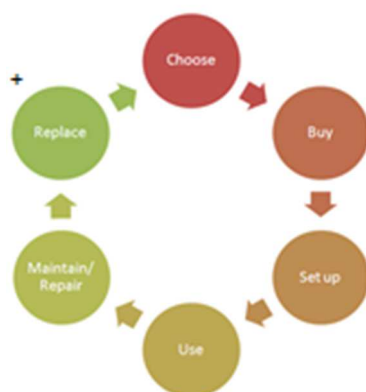
Standard consumer journey:

Consumer journey	Care added value / Focus	Action required	Owner
Choose	Clear functional description and Highlights on features	Leaflet, Pre-sales FAQs	CMM, CC
Buy	Clear info of retailers	Call center script	CO MM
Set up	Guideline for Installation	DFU, QSG	PRC, DFU team
Use	Instructions for each function and trouble shooting	DFU, QSG	PRC, DFU team
Maintain/repair	Instructions for maintenance and trouble shooting	DFU, FAQs, Warranty card	PRC, CC
Replace	Instructions for replacement	DFU, QSG	PRC, DFU team

2.2   Service solution

Region	CC Experience Repair & Exchange	Repair Process
EURPOE	Replace	Scrap
APMEA	Replace	Scrap
South Latam	Replace	Scrap

3   Consumer Care Package planning

3.1   Consumer Care Package – Touch point communication

Consumer touch point	Material	Milestone Readiness	Applicable y/n	Responsible	Accountable	What is the focus area for this user communication along the Consumer Decision Journey			
						Active Evaluation	Purchase	Post Purchase	Loyalty
Front end touch points									
In-box / on box									
	User Manual	IR	Y	PRC	CMM		x	x	
	Quick Start Guide	IR	N	PRC	CMM		x		
	World Wide Warranty Card	IR	Y	DFU	CMM			x	
	Product Leaflet	IR	Y	DFU	CMM		x		
Web									
	Product Photo's	CR	Y	CMM	CMM	x	x	x	
	FAQ's	CR	Y	PRC / KE	CMM	x	x	x	
	Leaflet	CR	Y	CMM	CMM	x	x	x	
	User Manual	CR	Y	DFU	CMM	x	x	x	
	CRPs online	CR+4wk	Y	CCP	CEM		x	x	
Call Center / Social Media									
	Training package – softskills / product details/education elements	IR	N	PRC / KE	KE / CMM	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	IR	N	CMM	CMM	x	x	x	x
Back end touch points									
Repair & Exchange									
	Service Manual	CR	Y	CCP	CCP			x	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR-2wks	Y	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR-2wks	Y	CCP	CCP			x	

3.2 Spare parts (CRP, Critical, commercial and online shop)

Spare / Replacement part / CRP	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
Filter	√	√	X	X	√

4 Launch preparation & Execution

4.1 Launch team for Key Launches

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre	*IWS*	Germany	30	Field Quality

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

Target: 0.9%
Best Estimate: 0.9%
Max failure rate: 1.0%

5.2 Contact Center costs, per contacts

Region	Contact center cost % VS sales	Remark
APMEA	0.07%	According to 2016 data of MAG L81
Europe	0.14%	According to 2016 data of MAG L81

5.3 Cost per Incident (CPI)

Type	CPI (€)
HD9350	26.98
HD9351	27.80
HD9354	30.06
HD9356	31.66

5.4   Expected Cash-Out cost

	Expected Cash Out% VS Sales (FCR target: 0.9%)
HD9350	1.67%
HD9351	1.33%
HD9354	1.25%
HD9356	1.49%

5.5   Total product sample plan

Activity	Samples qty	Owner
Fast Feedback – Germany	30	CO CC

6   Technical Product Description

6.1   Mechanical- Service Manual

Refers to TPS and Service manual