

Consumer Care Book HD2595/HD2596/HD2597 New Daily Toaster

Author: Fanny Kwok
Date: 2011-12-13
Version: 1.0 (final)

Approved by

CMM: Angela Leung

(Please place signature)

Site CC Leader: Franken Leung

Date: 2011/12/13

Product picture:



Product introduction

New Daily Toaster is to renew current Daily Toaster range; refresh the design and strengthen the proposition to maintain the fundamental sales in the sub-category.

This is the product introduction of New Daily Toasters:

Re-skin from HD2566



HD2566

Sharpening Proposition

Performance

- Add re-heat function on top of HD256x
- Consistent performance with different bread including Baguette
- Reliable performance - always evenly browning, no burnt

Simplicity

- Easy to use
- Easy to operate
- Easy to clean (body material/design, crumb tray design)



New Daily – HD2595

New Daily Toaster HD2595



- **Performance**
 - 800W power
 - Add re-heat function on top of HD256x
 - Reliable performance
- **Versatility**
 - Consistent performance with different bread (type, temperature & humidity)
 - toasting of 'Barra Gallega' for Spain
- **Simplicity : Easy to use and operate**
 - Easy to operate
 - Easy to clean (body material/design, crumb tray design)

HD2595 = 2-slot base model with removable crumb tray

HD2596 = HD2595 with bun warming rack

HD2597 = 2 sandwich rack

Consumer Care Focus

1. Pre-purchase
 - a. New Daily Toaster is positioning as a low-end collection. It is the successor of HD256x series
 - b. Content to deliver for web content included: product leaflet, DFU, QSG, general FAQs, SBOM and Service Manual, these will be ready at CR
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	Going Price
HD2595	Benelux/ DACH/ UK & Ireland/ France/ Italy/ Nordic/	466k	€ 25
HD2596	Iberia/ Platino/ Turkey/ Russia/ Poland/ Greece/	114k	€ 25
HD2597	CEE/ Greater China/ ISO MEA/ Ukraine/ Korea/ ISO APAC	31k	€ 27

IPD milestones

PPC wk1151
IR wk1225
CR wk1229

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- West Europe: X2X; Rest of the World: X2X

Accessories, consumer replaceable parts

- removable crumb tray
- bun warming rack
- sandwich rack

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 @PPC milestone

CoNQ prediction:

FCR: New Daily Toaster – 1.5%

CPI (average):

HD2595 = €15.99

HD2596 = €16.52

HD2597 = €17.99

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	Maggie Zhong Angela Leung	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Vicki Wan Angela Leung	
<u>Web – post purchase</u>	User manual FAQ Tips & Tricks	CR	Angela Leung 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 – pls specify

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