

Consumer Care Book

< PPC Milestone >

Project name : **<Garuda>**
Project ID : **< HD1173>**

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Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2015-04-01	Initial version (CSB 01 - 430 - 14020)
0.1		
0.1		

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1 1. Introduction, planning



1.1 General Introduction

The business objective is to gain the market share in Indonesia in order to grow the roadmap. The product giving consumer 2x better wear resistance compare to HD1172 Ceralon coating.

1.2 IPD milestones



Project Plan Committed	PPC:	wk 1515
Prototype Consolidation(optional)	PC:	-
Product Validated	PV:	wk 1531
Industrial Release	IR:	wk 1535
Commercial Release	CR:	wk 1540

1.3 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	First shipment	Total Planned Quantity (First year)	FCP	IIP	net – net price	Going price
HD1173	Indonesia	Wk1445	325k	€5.92		€10.53	€16.08
		Wk1602					

1.4 Total predictions of sales (sales in Year / total sales)

Project name	{HD1173 GARUDA}										Exchange Rates: Feb 2015		
Milestone / Gate	{*MD:ProjectDeliverableNextGateName*}												
													+ profit / - cost
Profit & Loss	x1000 EUR	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Total
Sales Volume					75	325	520	650	700	700	-		2,970

Planned sales year of introduction: 325 K

Planned sales total period: 2970 K

2 Selected Consumer Care Experiences and Repair Process

2.1 Overview of selected experiences

Region	CC Experience Front end	CC Experience Repair & Exchange	Repair Process
APMEA	Contact center Web support DFU Leaflet (PSS) Demo Quick start guide Safety & Warranty leaflet	Replace / Repair/ carry in / home repair	Module, spare part swap / scrap / refurbish
Europe	Call center Web support DFU Leaflet Demo Quick start guide	Replace / Repair / carry in / home repair	Module, spare part swap / scrap / refurbish

2.2 Web specifics (optional)

FAQ
Leaflet
DFU
Tips & tricks
How to contact Philips

2.3 Contact Centre specifics (optional)

Online training will be conducted for call centers 4 weeks before launch. Product samples will be delivered to individual call centers to facilitate online training.

- Indonesia

2.4 Repair & Exchange specifics (optional)

R&E scenarios (R&E Experience versus Repair Process)

- (1) Two year warranty (= standard for DAP products)
- (2) Product AG: 3421 Dry irons
- (3) Product Exchange policy for Western Europe
- (4) Workshop Repair policy for Russia/Turkey/ CEE/APMEA
- (5) Consumer Replaceable Part in online shop.

2.5 CRM & Loyalty

Not Applicable.

3 Technical Product Description

3.1 Range overview

Not Applicable.

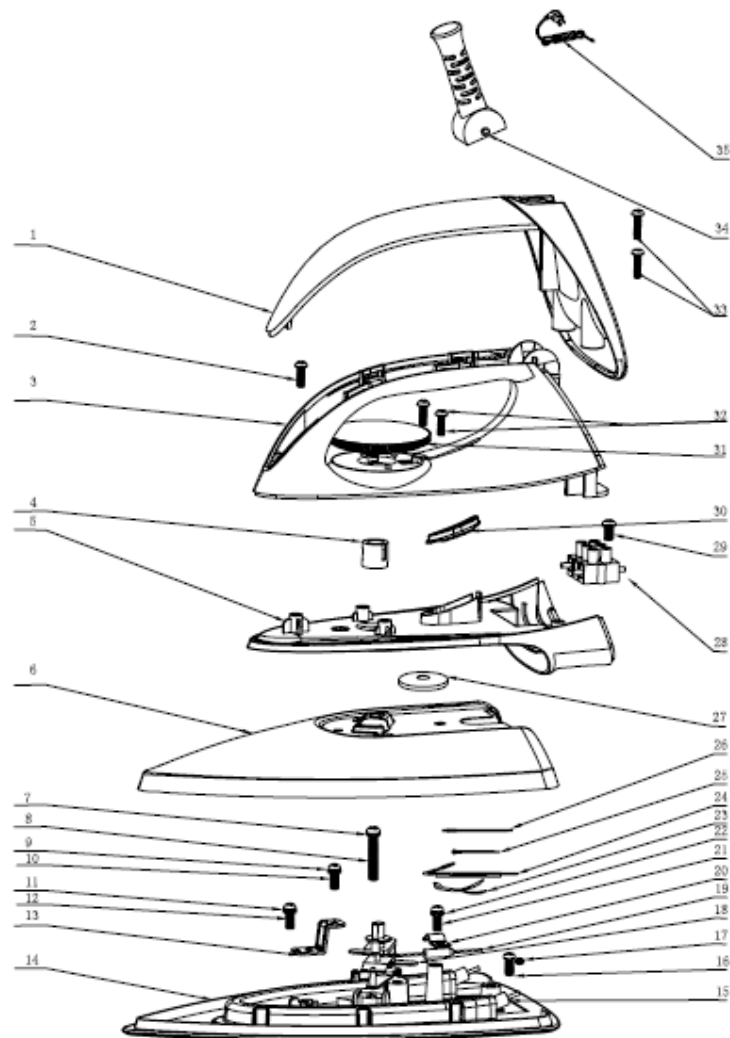
3.2 Product specifications

SKU	HD1173_Indonesia
Colors	Pink and White
Country version	Indonesia plug
Wattage	350 W
Voltage	220V
Cord Length	1.7M Indonesia plug
Coating	Ceramic Coating with print
Coating performance	Lasts 2X longer* compared to HD1172 ceralon coating
PRINT on coating	Yes PHILIPS LOGO WITH Deco Lines
Texture handle (lines on inlay)	Yes (Reference Diva)
Light indicator	Yes
Swivel (degrees) 180	Yes
Cord Winder	Yes
Material Housing	Half plastic and Half stainless steel
Marcom	Follow HD1172
Packaging box	Optimized package according to product size.

3.1 New commercial features

- Coating performance: Lasts 2X longer

3.2 Mechanical



3.3 Electrical

N.A

4 Consumer Care Package planning

4.1 Consumer Care Package

Item	Detail	Availability Timing	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u> (Product+accessories)	User manual Warranty card Product label	Wk1540 (CR)	Yini	
<u>Web – pre purchase</u> (Product+accessories)	FAQ Leaflet Demo video 360° picture	Wk1540	Cathy Dai/Yini Tamilselvan	
<u>Web – post purchase</u> (Product+accessories)	FAQ Tips & Tricks	Wk1540	Cathy Dai/Yini	
<u>Specify items for call center</u> (Product+accessories)	Call Center training Training samples (1x HD1173)	Wk1540 Wk1526	Cathy Dai Tiew, Hock Soon	Cost of 1 pc training sample for call center
<u>Specify items for service center</u>	Service manual and critical spare parts on stock	Wk1545 (LD)	Cathy Dai	

4.2 Medical product training

N/A

4.3 Special phone number

N/A

4.4 FAQ (Frequently Asked Questions)

FAQ will be translated into following languages:

Chinese

4.5 Repair & exchange

- Service BOM will be phased in to SPA2 system and Service Manuals uploaded to CCR system before product launch date.
- Service readiness: Service Centers are able to order spare parts for repair activities as needed.

4.6 Software and firmware

N/A

4.7 Consumer Replaceable Parts via online shop (optional)

N/A

5 Prepare Consumer Care Network (optional)

5.1 Web (optional)

Below support materials will be made available on the web before launch:

- FAQ
- Leaflet
- DFU
- Tips & tricks
- How to contact Philips
- Initial SBOM and service manual

5.2 Contact Centre (optional for non-medical)

Online training will be conducted for call centers before launch. Product samples will be delivered to individual call centers to facilitate online training.

- China

5.3 Repair & Exchange (optional for non-medical)

- Service BOM will be phased in to SPA2 system and Service Manuals uploaded to CCR system before product launch date.
- Service readiness: Service Centers are able to order spare parts for repair activities as needed.

5.4 Spare parts (optional)

(tentative)

Pos.	12NC	Service part Description
1		UPPER COVER
3		HANDLE
4		TEMPERATURE SHAFT
5		HEAT INSULATION PLATE
6		IRONCLAD SMALL
13		STENTS
14		SOLEPLATE
15		HEATER ELEMENT
18		THERMOSTAT
19		TEMP FUSE
20		FUSE FIXED PLATE
23		LAMP WIRE COMBINATION
24		FUSE LEAD WIRE
25		GROUND LEAD WIER
26		ENTER WIER COMBINATION
27		TERMINAL BOARD
28		WIRE CONNECT
30		LAMP COVER
31		THERMOSTAT KNOB
34		CORD SLEEVE
35		POWER CORD

6 Communication around medical device claim.

N/A

7 BOM/ODM Supplier agreements

Chapter 7 is not applicable as product is in-house production.

7.1 Consumer Care Package supplied by ODM (optional)

N/A

7.2 Initial stocking confirmation

N/A

7.3 Charge back agreements (WCA)

(Charge back agreement Yes/No)

7.4 Warranty outsourcing (WCA+) (optional)

N/A

7.5 Supplier parts performance (optional)

N/A

8 Field Feedback

8.1 Fast feedback program

For medical products a fast feedback program is mandatory

(Product quality fast feedback; at minimum first 100 products reviewed 100%)

(Product quality fast feedback; at minimum first 100 products reviewed 100%)

Feedback	regions	Quantity	cost	Yes / No
Call center feedback	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO
Web feedback (BazaarVoice, Amazon, Yandex.ru)	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO

8.2 NPS (optional)

N/A

8.3 Consumer product experience feedback (optional for non medical)

Consumer Touch point	Medium	Additional cost
Web	Online Reviews (BazaarVoice; Amazon, Yandex.ru)	No

8.4 FAQ maintenance (optional)

On-going online FAQ review based on top hits and usefulness of FAQ.

9 Consumer Care cost prediction

9.1 Predicted Field Quality (PFQ) or Field Call Rate (FCR)

CREX / FCR target: 1.0%

9.2 Cost per Call

0.15% of Sales

Cost per Incident (CPI) & Expected Call Center costs

CPI: €13.27 (Source: Cognos Dry Iron 2014 average CPI_2014)

9.3 Cost of non Quality (ConQ)

REGION	$\left\{ \frac{\text{FCR} \times \text{CPI}}{\text{NSP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NSP}} \right\} = \text{ConQ in \% of sales}$	CoNQ (% OF SALES)
APMEA	PER ABOVE FORMULA	1.41%

ACR = calls year / sales year; Average weighted NNP = 10.53 EUR

REGION	Sales * Net-Net price * CoNQ in % = CoNQ in Euro	CoNQ IN EURO
Europe	325000 x 10.53 x 1.41%	€48254
Latam		
Nafta		
APMEA (approximately 325000 pcs sales /yr)		

Total cost of one year sales	BASE ON 325000K PCS SALES PER YEAR	€48254
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10 Risk Management

N/A

11 Additional information (optional)

N/A

12 Annexes (optional)

12.1 Project Plan (optional)

N/A

12.2 Checklist (optional)

N/A