

Consumer Care Book

<PPC Milestone>

Project name : **PC Stellar**
Project ID : **GC96xx**

Cat. CMD: Jeanson David
BG CC Bus. Mgt: Smits, Kristiaan
Cat. CC Mgt: Tang Teck Kiat

(Please place a scan signature)

Date: 2014/06/24

Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2014/06/24	Initial version (CSB 01-430-14005)

Index

1	1. INTRODUCTION, PLANNING	4
1.1	General Introduction	4
1.2	IPD milestones	4
1.3	Introduction Regions/countries, Quantities, Price	5
1.4	Total predictions of sales (sales in Year / total sales)	5
2	SELECTED CONSUMER CARE EXPERIENCES AND REPAIR PROCESS	6
2.1	Overview of selected experiences	6
2.2	Web specifics ^(optional)	6
2.3	Contact Centre specifics ^(optional)	6
2.4	Repair & Exchange specifics ^(optional)	6
2.5	CRM & Loyalty	6
3	TECHNICAL PRODUCT DESCRIPTION	7
3.1	Range overview	7
3.2	Product specifications	7
3.3	New commercial features	8
3.4	Mechanical	9
3.5	Electrical	11
4	CONSUMER CARE PACKAGE PLANNING	12
4.1	Consumer Care Package	12
4.2	Medical product training	12
4.3	Special phone number	12
4.4	FAQ (Frequently Asked Questions)	13
4.5	Repair & exchange	13
4.6	Software and firmware	13
4.7	Consumer Replaceable Parts via online shop ^(optional)	13
5	PREPARE CONSUMER CARE NETWORK ^(OPTIONAL)	14
5.1	Web ^(optional)	14
5.2	Contact Centre ^(optional for non-medical)	14
5.3	Repair & Exchange ^(optional for non-medical)	14
5.4	Spare parts ^(optional)	15
6	COMMUNICATION AROUND MEDICAL DEVICE CLAIM.	16
7	BOM/ODM SUPPLIER AGREEMENTS	16
7.1	Consumer Care Package supplied by ODM ^(optional)	16
7.2	Initial stocking confirmation	16
7.3	Charge back agreements (WCA)	16

7.4	Warranty outsourcing (WCA+) (optional)	16
7.5	Supplier parts performance (optional)	16
8	FIELD FEEDBACK	17
8.1	Fast feedback program	17
8.2	NPS (optional)	17
8.3	Consumer product experience feedback (optional for non medical)	17
8.4	FAQ maintenance (optional)	17
9	CONSUMER CARE COST PREDICTION	18
9.1	Predicted Field Quality (PFQ) or Field Call Rate (FCR)	18
9.2	Cost per Call	18
	Cost per Incident (CPI) & Expected Call Center costs	18
9.3	Cost of non Quality (ConQ)	18
10	RISK MANAGEMENT	19
11	ADDITIONAL INFORMATION (OPTIONAL)	19
12	ANNEXES (OPTIONAL)	19
12.1	Project Plan (optional)	19
12.2	Checklist (optional)	19

1 1. Introduction, planning



1.1 General Introduction

After the big success from Philips optimal temp, innovation in 2011, it is time to renew Philips market position in the Q4 segment by bringing PC Expert / Silence to the next level with a going price starting from 270€. The reason is to (1) to regain market share in Q4 segment where Philips lost 6 % points in 2013 & (2) to inject the next wave of new propositions/innovation to the market.

- Deliver on strong concept of light weight iron enabled by new cyclone & soleplate design & high performance boiler with increased power & steam rate
- Key Propositions: New generation of optimal temp PSG with (1) Winning industrial design (2) Light weight iron (3) High performance boiler

1.2 IPD milestones



Project Plan Committed
Product Validated
Commercial Release

PPC: wk 1425
PV: wk 1501
CR: wk 1506

1.3 Introduction Regions/countries, Quantities, Price

Type number	Region	First shipment	Total Planned quantity	FSP	IVPR	net – net price	Going price
GC9620	Europe, Russia, Turkey, Australia, Thailand	Wk1506	332k	€66.88	€95.58	€250.77	€300
GC9640		Wk1506	332k	€66.88	€102.44	€268.76	€350
GC9650		Wk1506	133k	€70.55	€112.63	€313.74	€400

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

Planned sales year of introduction: **159K**
Planned sales total period: **797K**

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	Call center Web support DFU Leaflet Safety & Warranty leaflet	Replace / Repair/ carry in / home repair	Module swap / scrap/ refurbish
Europe	Call center Web support DFU Leaflet Safety & Warranty leaflet	Replace / Repair/ carry in / home repair	Module 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 before launch. Product samples will be delivered to individual call centers to facilitate online training, per launch regions

- Sitel Europe
- Call center Australia
- Call center Thailand
- Call center Turkey
- Call center Russia

2.4 Repair & Exchange specifics (optional)

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

- (1) Two year warranty (= standard for DAP products)
- (2) Workshop Repair policy for Europe/ Russia/Turkey/CEE/APAC (Product Article Group: 3470 High-end steam generators)

2.5 CRM & Loyalty

- (1) Two year warranty (= standard for DAP products)

3 Technical Product Description

3.1 Range overview

New PerfectCare Ultimate Range build up

Real



	GC9620 – 21 - 25	GC9640 – 41 - 45	GC9650 – 51 - 55
RRP	€299.99	€349.99	€399.99
Expected price	39 – 53%	39 – 53%	39 – 53%
Launch	April 2015		
Optimal TEMP	yes	yes	yes
Soleplate	T-ionicGlide	T-ionicGlide	T-ionicGlide
Steam – Bar - SOS	130 – 6.7B - 420	140 – 7B - 430	140 – 7B - 450
Water tank (ml)	1800	1800	1800
Carry lock	yes	yes	yes
Safety auto off		yes	yes
Silence Steam			yes
Distribution			

3.2 Product specifications

Voltage: 220V – 240V
 Power consumption: 2000W – 2400W
 Frequency: 50 – 60Hz

3.3 New commercial features

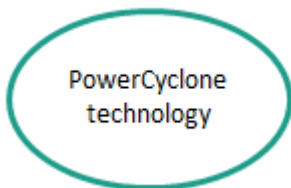
Fastest ironing with OptimalTEMP technology
100% Easy, no temperature adjustment required
100% Safe on all ironable garments
100% Fast on all fabrics, no other steam generator is faster



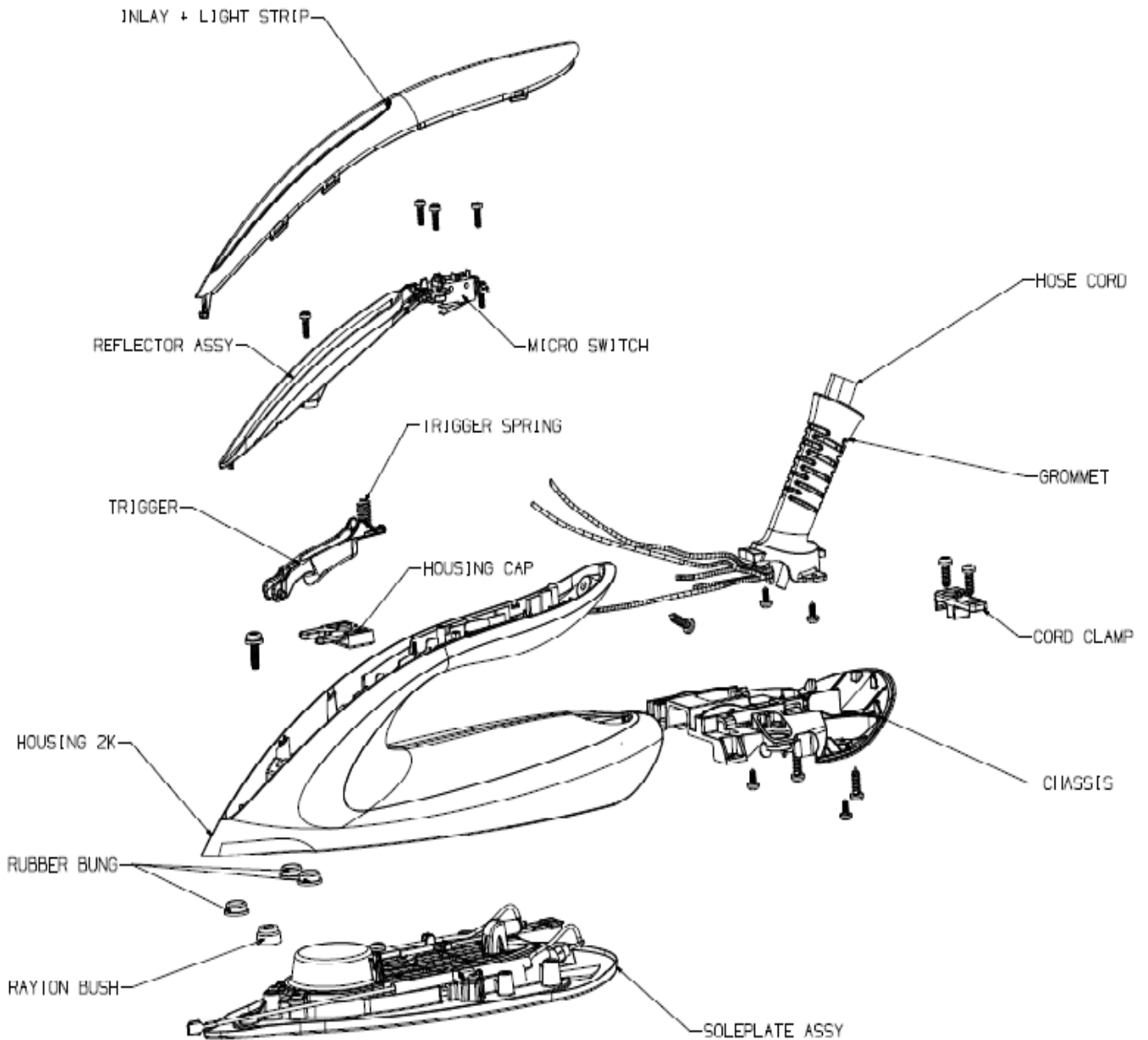
Proven best gliding & superior ergonomics thanks to the new Ultra lightweight soleplate/iron (not the base), for great horizontal and vertical ironing.



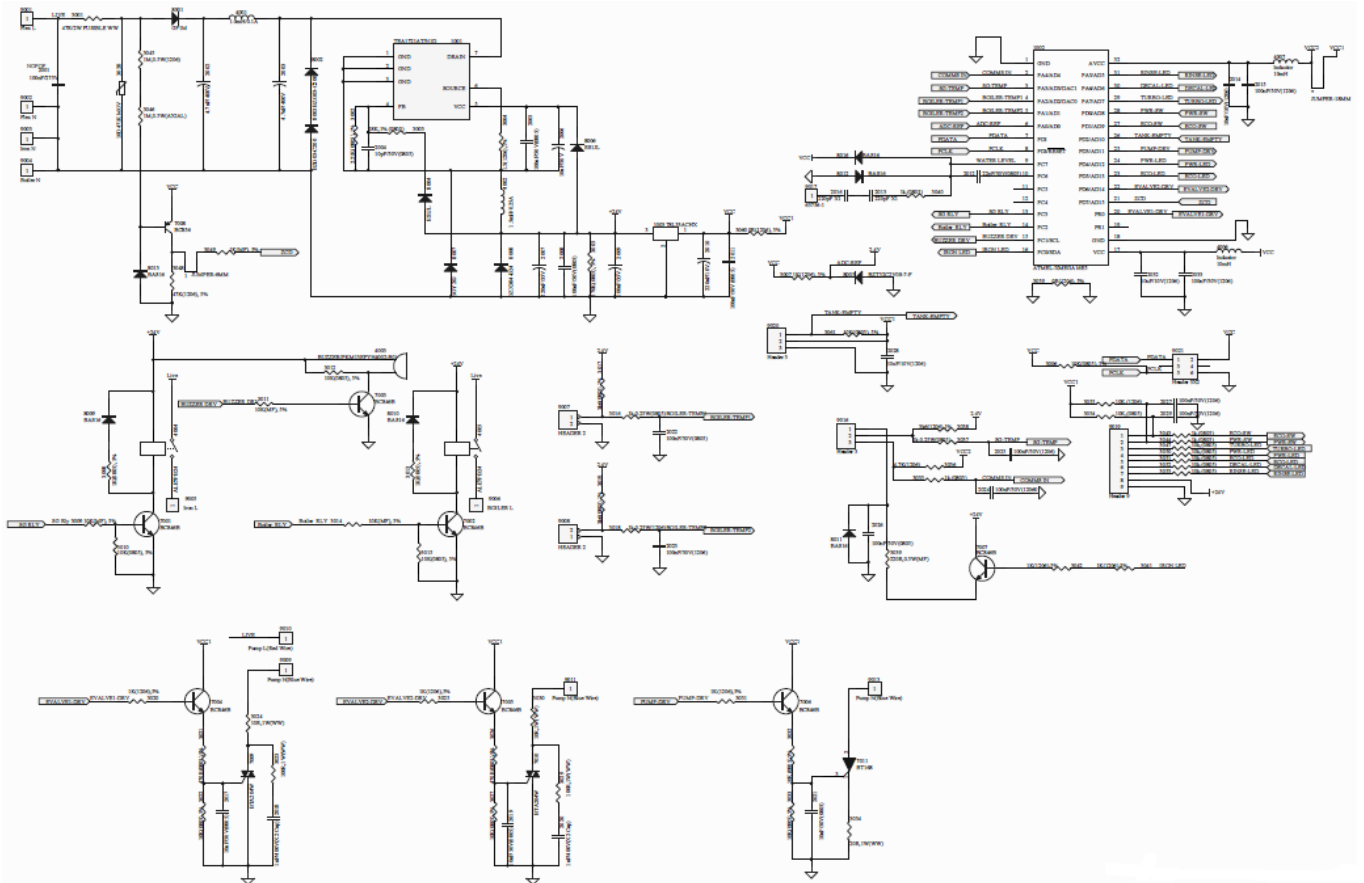
Technology could be PowerCyclone.



3.4 Mechanical



3.5 Electrical



4 Consumer Care Package planning

4.1 Consumer Care Package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	User manual Warranty card Product label	Wk1501 (PV)	Therese	
<u>Web – pre purchase</u>	FAQ - <u>Singapore(1xET sample; 1xMass production sample)</u> Leaflet Demo video 360° picture	Wk1510	Teck Kiat/ Therese Jeanson, David	Product samples (n=2)
<u>Web – post purchase</u>	FAQ Tips & Tricks	Wk1510	Teck Kiat/ Therese	Product samples (n=2)
<u>Specify items for call center</u>	Training material for call center Product sample for Call Centers supporting launch countries: - 10pcs	Wk1510 Wk1510	Tan Meng Kuan Tan Kok Leng	 Product samples (n=10)
<u>Specify items for service center</u>	Service manual creation - <u>Singapore(1xDB sample; 1xET sample)</u> Critical spare parts on stock	Wk1512	Tan Meng Kuan	Product samples (n=2)

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 according to launch countries.
Dutch, German, Italian, French, Spanish, English, Thai, Simplified Chinese, Russian.

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

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, per launch regions

- Sitel Europe
- Call center Australia
- Call center Thailand
- Call center Turkey
- Call center Russia

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)

GC9650					
Pos	Service Code	Description	Pos	Service Code	Description
1		Soleplate mounted	28		Boiler assy
		assy 230V/800W	29		VALVE SOLENOID NC
2		Thermistor Assy			230VAC 50HZ B
		Iron	30		Thermistor Assy
3		Deviator Assy			Boiler
4		Braided rubber	31		Rinse Housing
		hose iron			Printed
5		Hose clip (ID=8.7)	32		Spacer top molded
6		Hose clip-Braided	33		Boiler support
		rubber hose			bracket molded
7		Ryton ring	34		Power cord storage
8		Cover molded SOS			molded
9		Housing & Lens	35		Hose cord storage
		assy printed			compartment assy
10		Light Guide Assy	36		Cord set UK/SG
11		Deco_Plate & top	37		Stand top molded
		Cover Assy Prted	38		Tank Catch Molded
12		Micro-switch assy	39		Tank Catch Spring
13		SOS knob sprayed	40		Inlet coupling plate
		painted			welded
14		SOS lever molded	41		De-air coupling
15		Hose cord mounted			molded
		assy SOS	42		Display cover printed
16		Backplate assy			assy
17		Inlay molded	43		Button panel assy
18		SOS knob cover	44		Front Bracket Assy
19		Trigger molded	45		Tray molded
20		Trigger spring	46		Tray rubber cap
21		Backplate screw	47		Rinse Rubber Bush
		cap	48		Rinse cap assy
22		Stand bottom assy	49		Water tank printed
23		Pump assy			assy
24		De-air valve	50		Hall sensor PCBA
25		Braided rubber			assy
		hose boiler	51		Power Board PCB
26		Inox clamp			Assy
27		Spacer Bottom	52		Inlet Tube 4X8
		molded			

6 Communication around medical device claim.

N/A

7 BOM/ODM Supplier agreements

7.1 Consumer Care Package supplied by ODM (optional)

N/A

7.2 Initial stocking confirmation

N/A

7.3 Charge back agreements (WCA)

N/A

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%)

Feedback	regions	Quantity	cost	Yes / No
Call center feedback	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO
Web feedback (BazaarVoice, Amazon)	APMEA, Europe, Latam, Nafta	First 1 year	€ n/a	YES/NO
Prelaunch Testing	APMEA, Europe, Latam, Nafta	2pcs DB samples, 2pcs ET samples	€ 272.40	
IWS workshop/IPM	APMEA, Europe, Latam, Nafta	150	€ 1500	YES/NO
Total fast feedback cost			€ 1772.40	

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)	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)

FCR target: 6.5%

9.2 Cost per Call

0.2% of Sales

Cost per Incident (CPI) & Expected Call Center costs

CPI: € 48.69 (Source: Cognos HighEnd PSG CPI_2013)

9.3 Cost of non Quality (ConQ)

MODEL	$\left\{ \frac{\text{CREX} \times \text{CPI}}{\text{NSP}} + \frac{\text{ACR} \times \text{call cost}}{\text{NSP}} \right\} = \text{ConQ in \% of sales}$	CoNQ (% OF SALES)
GC9620	PER ABOVE FORMULA	1.46
GC9640	PER ABOVE FORMULA	1.38
GC9650	PER ABOVE FORMULA	1.21

ACR = calls year / sales year

REGION	Sales * Net-Net price * CoNQ in % = CoNQ in Euro	CoNQ IN EURO
GC9620	332k * 250.77 * 1.46%	€1216K
GC9640	332k * 268.76 * 1.38%	€1231K
GC9650	133k * 313.74 * 1.21%	€ 505K

Total cost of one year sales	GC96XX BASED ON 797K PCS SALES	€ 2952K
------------------------------	---------------------------------------	---------

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