

## Consumer Care Book

<PV Milestone>

Project name : **Perfect Care Azur**  
Project ID : **GC4900**

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(Please place a scan signature)

Date: 2013/06/18

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## Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2013-06-18	Initial version (CSB 01-430-13016)

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# 1 1. Introduction, planning



## 1.1 General Introduction

The Perfect Care Azur steam iron is designed to expand the highly successful OptimalTemp feature to current Azur range steam iron.

## 1.2 IPD milestones



Project Plan Committed	PPC:	wk 1249
Prototype Consolidation(optional)	PC:	wk 1249
Product Validated	PV:	wk 1325
Industrial Release	IR:	wk 1327
Commercial Release	CR:	wk 1331
Launch	LD:	wk 1340

### 1.3 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	First shipment Arrival week	Total Planned quantity	FSP	IIP	net – net price	Going price
GC49xx	Europe	Wk1338	40355	USD 25.55 – 29.57	€	€ 51.04 – 66.35	€ 99.99 – 129.99
GC49xx	LATAM	NA	k	€	€	€	€
GC49xx	APMEA	NA	k	€	€	€	€
GC49xx	Nafta	NA	k	€	€	€	€

Region	Country	Launch Qty
<b>APMEA</b>	Australia	0
	Dubai	
<b>APMEA Total</b>		<b>0</b>
<b>EU</b>	Benelux	4500
	CEE	4450
	DACH	4000
	France	2175
	Greece	0
	Iberia	2750
	Italy	700
	Nordic	300
	Poland	130
	Russia	11050
	Turkey	10000
	UK	300
	Ukraine	0
<b>EU Total</b>		<b>40355</b>
<b>Grand Total</b>		<b>40355</b>

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

Planned sales year of introduction: **128 K**

Planned sales total period: **2,137 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	<del>Replace</del> / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / <del>refurbish</del>
Europe	Call center Web support DFU Leaflet Demo Quick start guide	Replace / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / <del>refurbish</del>
Nafta	Call center Web support DFU Leaflet Demo Quick start guide	<del>Replace</del> / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / <del>refurbish</del>
Latam	Call center Web support DFU Leaflet Demo Quick start guide	<del>Replace</del> / Repair/ carry in / <del>home repair</del>	Module, spare part swap / <del>scrap</del> / <del>refurbish</del>

### 2.2 Web specifics

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

- FAQ
- Leaflet
- DFU
- Quick Start Guide
- Tips & tricks
- How to contact Philips

## 2.3 Contact Centre specifics

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

- Sitel Iberia
- Sitel UK
- Sitel Germany
- Sitel Poland
- Call center Turkey
- Call center Russia

## 2.4 Repair & Exchange specifics

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

- (1) Two year warranty (= standard for DAP products)
- (2) Product Exchange policy for Western Europe
- (3) Workshop Repair policy for Russia/Turkey/ CEE/APMEA
- (4) No Consumer Replaceable Part in online shop.



## 2.5 CRM & Loyalty

60 days Money Back Guarantee

Country	Valid period	Communication on product
UK	Sep 2013 - Dec 2014	Bullet on fancy box.
Belgium	Sep 2013 - Dec 2014	Bullet on fancy box.
Netherlands	Sep 2013 - Dec 2014	Bullet on fancy box.
France	Sep 2013 - Dec 2014	Bullet on fancy box.
Nordic	Sep 2013 - Dec 2014	Bullet on fancy box.
Germany	Sep 2013 - Dec 2014	Bullet on fancy box.
Spain	Sep 2013 - Dec 2014	Bullet on fancy box.
Portugal	Sep 2013 - Dec 2014	Bullet on fancy box.
Italy	Sep 2013 - Dec 2014	Bullet on fancy box.

## 3 Technical Product Description

### 3.1 Range overview

Product Range build-up (Updated 02/05/2013)							
Typenr	GC4310/10	GC4312/80	<b>GC4312/30</b>	GC4314/20	GC4316/00	GC4318/30	GC4319/80
RRP (EUR)	EUR 99.99	EUR 99.99	EUR 99.99	EUR 99.99	EUR 119.99	EUR 119.99	EUR 129.99
							
100% safe ironing	YES	YES	YES	YES	YES	YES	YES
Hygiene claim							YES
Ionic claim							YES
Power (w)	2400	2400	2400	2600	2800	2800	2800
Cont Steam	0-45	0-45	0-45	0-50	0-50	0-50	0-50
Shot of Steam	180	180	180	190	200	200	210
Spray	YES	YES	YES	YES	YES	YES	YES
Soleplate name	STEAMGlide plus	T-ionicGLIDE	T-ionicGLIDE	T-ionicGLIDE	T-ionicGLIDE	T-ionicGLIDE	T-ionicGLIDE
Description	SteamGlide with titanium oxide layer	SteamGlide with titanium oxide layer on stainless steel base; convex shape	SteamGlide with titanium oxide layer on stainless steel base; convex shape	SteamGlide with titanium oxide layer on stainless steel base; convex shape	SteamGlide with titanium oxide layer on stainless steel base; convex shape	SteamGlide with titanium oxide layer on stainless steel base; convex shape	SteamGlide with titanium oxide layer on stainless steel base; convex shape
Benefit	Our best gliding SteamGlide Plus soleplate to whizz through your ironing.	Our best gliding and scratch resistant, 5-star rated soleplate with integrated Titanium oxide layer.	Superior gliding, scratch resistance, best 5-star rated coating in Philips range	Superior gliding, scratch resistance, best 5-star rated coating in Philips range	Superior gliding, scratch resistance, best 5-star rated coating in Philips range	Superior gliding, scratch resistance, best 5-star rated coating in Philips range	Superior gliding, scratch resistance, best 5-star rated coating in Philips range
Eco-Setting		YES, steam setting	YES, steam setting	YES, steam setting	YES, steam setting	YES, steam setting	YES, steam setting
Steam setting	3 settings	3 settings	3 settings	3 settings	3 settings	3 settings	3 settings
Vertical steam	YES	YES	YES	YES	YES	YES	YES
Soft Grip	NO	NO	NO	NO	YES	YES	YES
Anti-scale system	Double Active Calc clean	Double Active Calc clean	Double Active Calc clean	Double Active Calc clean	Triple Active Calc system	Triple Active Calc system	Triple Active Calc system
Calc pills	YES	YES	YES	YES	YES	YES	YES
Calc clean button	YES	YES	YES	YES	YES	YES	YES
Calc clean alert					YES	YES	YES
Water tank capacity (c.c.)	350	350	350	350	350	350	350
Anti drip system	YES	YES	YES	YES	YES	YES	YES
Safety Auto Off	YES	YES	YES	YES	YES	YES	YES
Cord length (m.)	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Filling door	Large	Large	Large	Large	Large	Large	Large
CordGuide						Accessory in the box	Accessory in the box

### 3.2 Product specifications

Voltage: 220V – 240V  
Power consumption: 2400W / 2800W  
Frequency: 50 – 60Hz

### 3.3 New commercial features

Below are highlights of key features. There are also some videos explaining the product, its benefits and some how-to videos. The videos are on marcom exchange: <https://www.marcomxchange.philips.com>  
Please look for the toolkits, perfectcare 2013.



One perfect setting for all your clothes. Always the perfect combination of steam & temperature because:

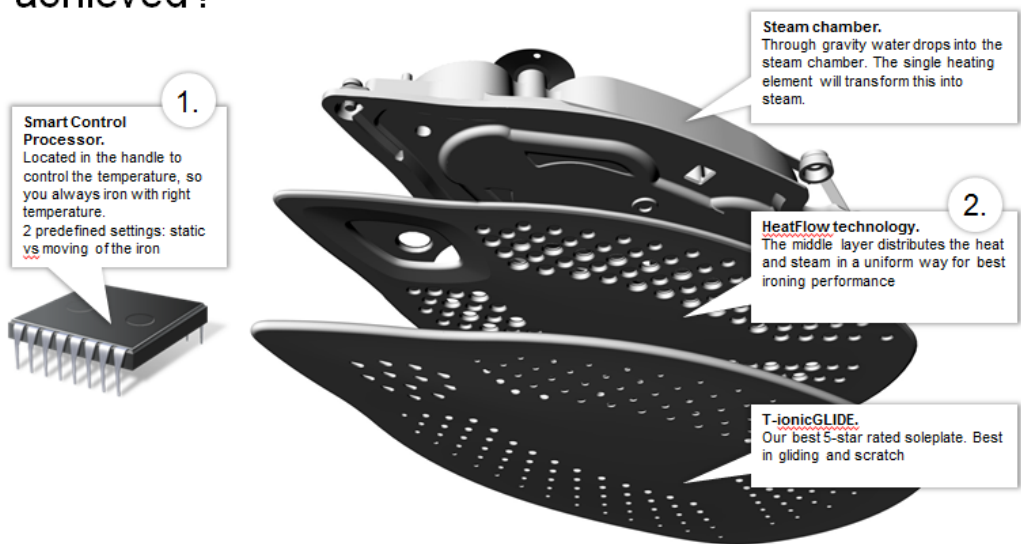
- 1) Advanced Smart Control Processor sets the perfect combination of steam & temperature.
- 2) Compact Steam technology delivers powerful constant steam for all your fabrics.
- 3) Isolated soleplate to safely iron all fabrics, even the most delicate ones.





100% safe on all fabrics even the most delicate like silk, cashmere, wool, polyester. Independent testing institutes have used PerfectCare on the most sensitive ironable garments and they confirmed the excellence of ironing results.

## Key technology explained: how is OptimalTemp achieved?



## Performance: T-ionicGLIDE gliding and scratch



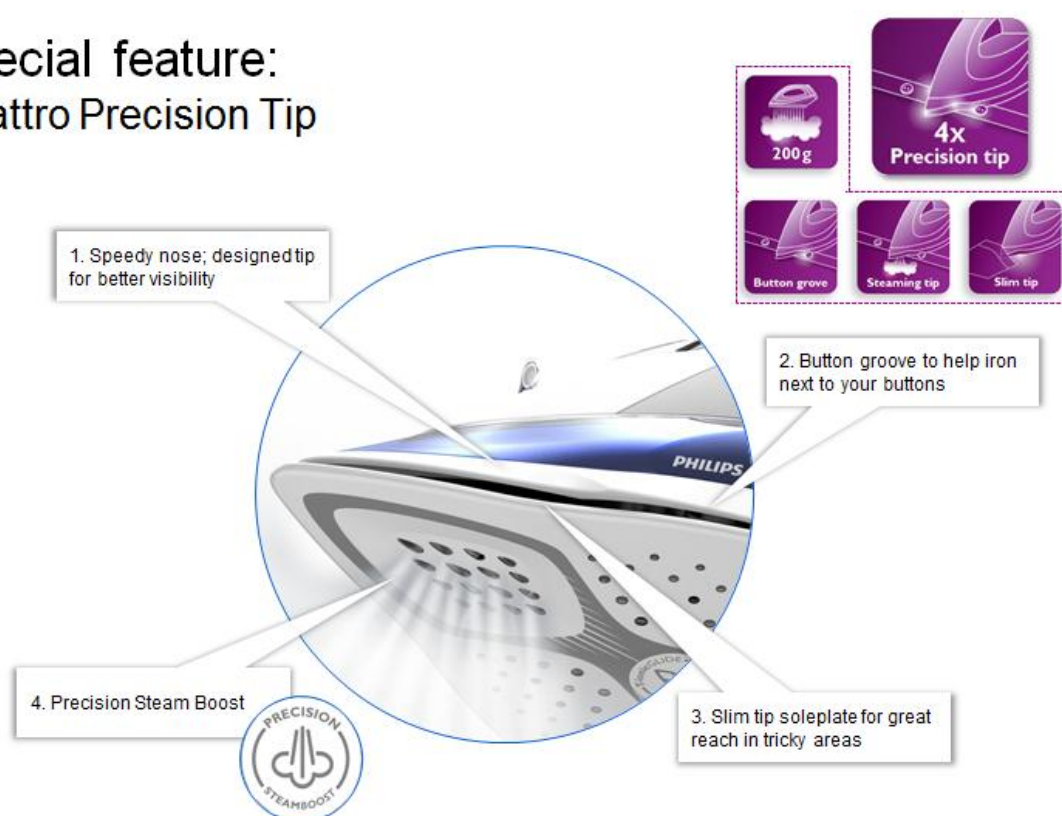
## Special feature: Triple Active Calc system & Calc reminder

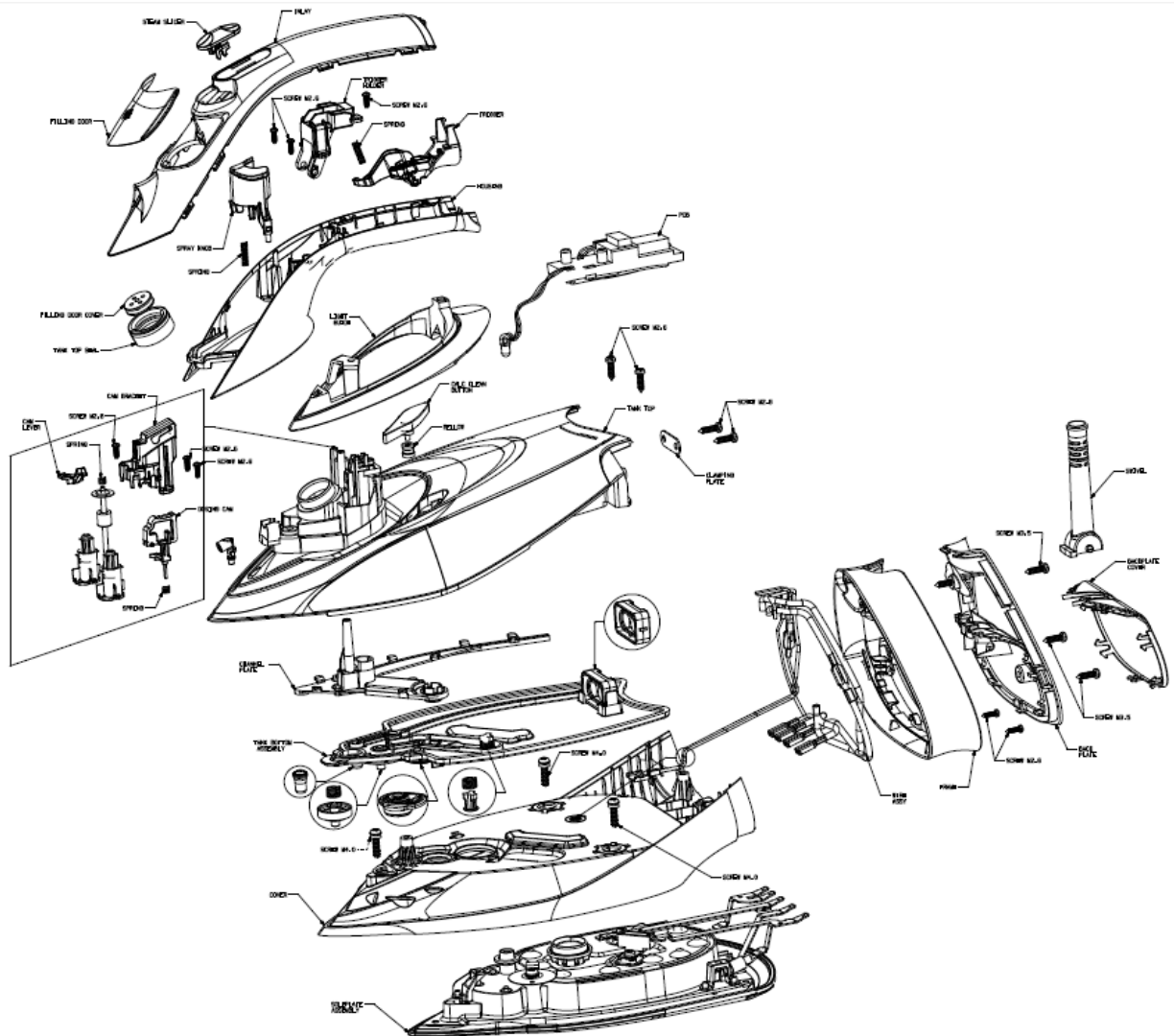


As [leader in Garment Care](#) we should help consumers in the maintenance of their irons. But cleaning still needs to be done [by](#) the consumer. We [can](#) support them by informing them when is the best time to de-calc their iron.

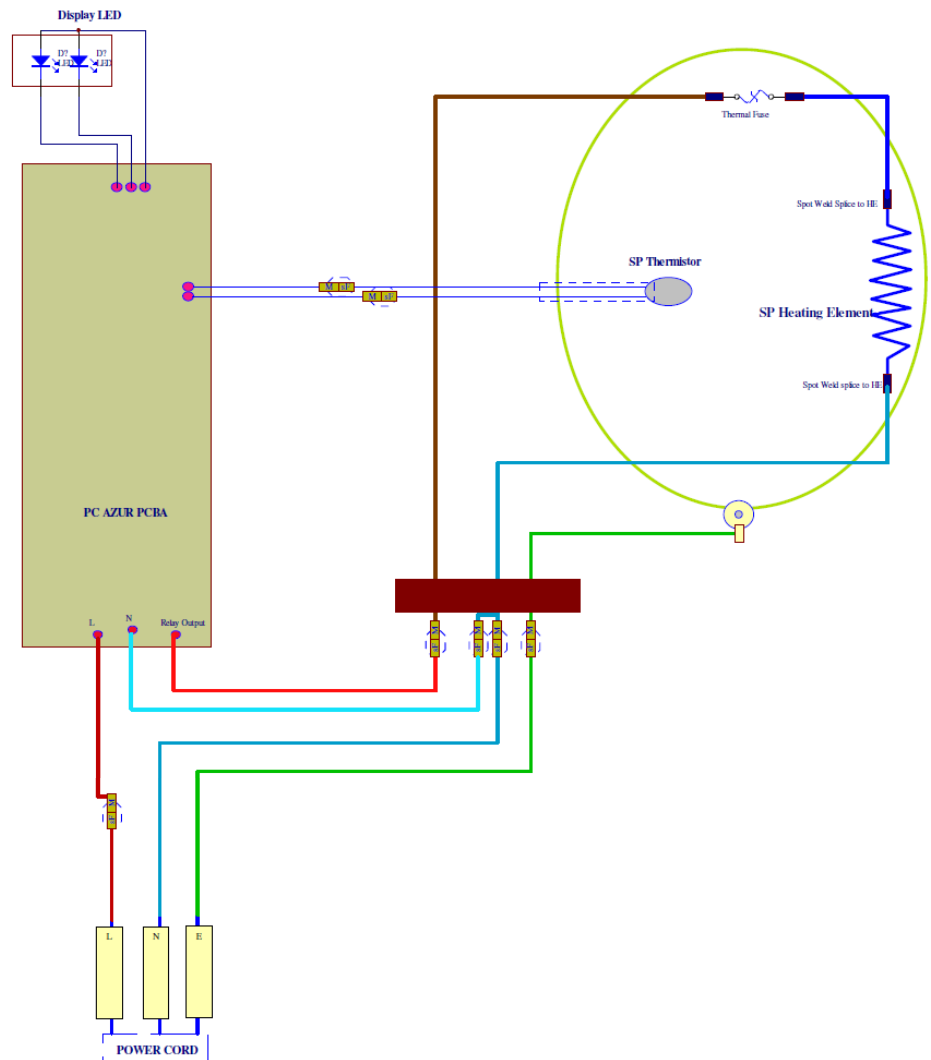
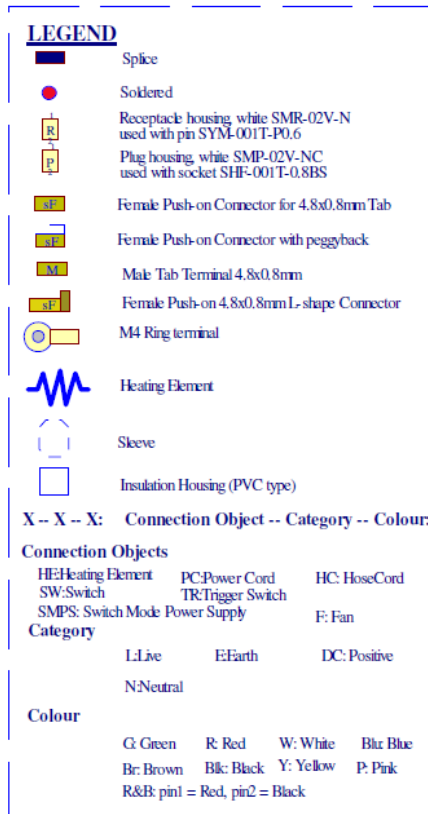


## Special feature: Quattro Precision Tip





### 3.5 Electrical



## 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	Wk1334	Simone/Therese	
<u>Web – pre purchase</u> (Product+accessories)	FAQ Leaflet Demo video 360° picture	Wk1334	Teck Kiat/Therese IJsbrand	
<u>Web – post purchase</u> (Product+accessories)	FAQ Tips & Tricks	Wk1334	Teck Kiat/Therese	
<u>Specify items for call center</u> (Product+accessories)	Call Center training  Training samples (6x GC4918)	Wk1334  Wk1333	Teck Kiat  Tamil	Cost of 6pc training samples for call center
<u>Specify items for service center</u>	Service manual and critical spare parts on stock	Wk1340 (LD)	Jason Loo	

### 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:

Dutch, German, Italian, French, Spanish, American English, Brazilian Portuguese, Portuguese, Simplified Chinese, Russian, Korea, Turkish.

### 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
- Quick Start Guide
- 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.

- Sitel Iberia
- Sitel UK
- Sitel Germany
- Sitel Poland
- 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)

CTN	GC4910		GC4912		GC4914	
12NC	889491010011		889491280011		889491420011	
Pos	12NC	Description	12NC	Description	12NC	Description
1	4239 021 79191	Backplate cover	4239 021 79221	Backplate cover	4239 021 79231	Backplate cover
2	4239 026 56971	Backplate - White	4239 026 56981	Backplate - Black	4239 026 55441	Backplate - Blue
3	4239 026 55421	Frame	4239 026 55871	Frame - Yellow	4239 026 55881	Frame - Blue
4	4239 026 55431	Swivel	4239 026 55431	Swivel	4239 026 55431	Swivel
5	4239 021 79181	Filling door - Clear	4239 021 79451	Filling door - Yellow	4239 021 79461	Filling door - Blue
6	4239 021 79171	Inlay	4239 021 79271	Inlay	4239 021 79281	Inlay
7	4239 026 55341	Spray knob	4239 026 55821	Spray knob - Black	4239 026 56211	Spray knob - Blue
8	4239 021 80751	Trigger assy - Red	4239 021 80751	Trigger assy - Red	4239 021 80751	Trigger assy - Red
9	4239 021 78851	PCBA	4239 021 78851	PCBA	4239 021 81321	PCBA
10	4239 026 56991	Housing - Grey	4239 026 55701	Housing - Black	4239 026 55711	Housing - Blue
11	4239 026 55351	Light ring	4239 026 55351	Light ring	4239 026 55351	Light ring
12	4239 015 60681	Tank seal	4239 015 60701	Tank seal - Yellow	4239 015 60681	Tank seal - Blue
13	4239 021 79121	Water tank assy	4239 021 79651	Water tank assy	4239 021 79641	Water tank assy
14	4239 021 79111	Cover	4239 021 79371	Cover	4239 021 79381	Cover
15	4239 021 78261	S/P MTD assy	4239 021 80901	S/P MTD assy	4239 021 78191	S/P MTD assy
16	2422 070 98511	Power cord	2422 070 98511	Power cord	2422 070 98507	Power cord
17	4239 026 55401	Steam slider - Blue	4239 026 55751	Steam slider - Yellow	4239 026 55401	Steam slider - Blue

CTN	GC4916		GC4918		GC4919	
12NC	889491600011		889491830011		889491980181	
Pos	12NC	Description	12NC	Description	12NC	Description
1	4239 021 79241	Backplate cover	4239 021 79251	Backplate cover	4239 021 79261	Backplate cover
2	4239 026 56591	Backplate - Camel	4239 026 55851	Backplate - Purple	4239 026 56591	Backplate - Camel
3	4239 026 56601	Frame - Cava	4239 026 55901	Frame - Purple	4239 026 56821	Frame - Black
4	4239 026 55431	Swivel	4239 026 55431	Swivel	4239 026 55861	Swivel
5	4239 021 80491	Filling door - Cava	4239 021 79481	Filling door - Violet	4239 021 80491	Filling door - Cava
6	4239 021 79291	Inlay	4239 021 79301	Inlay	4239 021 79491	Inlay
7	4239 026 56221	Spray knob - Sparkle	4239 026 56231	Spray knob - Purple	4239 026 56241	Spray knob
8	4239 021 80751	Trigger assy - Red	4239 021 80751	Trigger assy - Red	4239 021 80751	Trigger assy - Red
9	4239 021 78841	PCBA	4239 021 78841	PCBA	4239 021 78841	PCBA
10	4239 026 57001	Housing - Grey	4239 026 55681	Housing	4239 026 55691	Housing
11	4239 026 55351	Light ring	4239 026 55351	Light ring	4239 026 55351	Light ring
12	4239 015 60811	Tank seal - Camel	4239 015 60721	Tank seal - Purple	4239 015 60811	Tank seal - Camel
13	4239 021 79661	Water tank assy	4239 021 79671	Water tank assy	4239 021 79681	Water tank assy
14	4239 021 79391	Cover	4239 021 79401	Cover	4239 021 79411	Cover
15	4239 021 78891	S/P MTD assy	4239 021 78891	S/P MTD assy	4239 021 80941	S/P MTD assy
16	2422 070 98507	Power cord	2422 070 98507	Power cord	2422 070 98528	Power cord
17	4239 026 56571	Steam slider - Cava	4239 026 55771	Steam slider - Purple	4239 026 56571	Steam slider - Cava

## 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
REPAIR VIA INITIAL WORKSHOP?	APMEA, <del>Europe,</del> <del>Latam, Nafta</del>	N/A	€ n/a	YES/ <del>NO</del>
Call center feedback (NPS EasyExtract)	APMEA, <del>Europe,</del> <del>Latam, Nafta</del>	First 1 year	€ n/a	YES/ <del>NO</del>
Web feedback (BazaarVoice, Amazon)	APMEA, <del>Europe,</del> <del>Latam, Nafta</del>	First 1 year	€ n/a	YES/ <del>NO</del>
Rapid exchange (IWS workshop)	APMEA, <del>Europe,</del> <del>Latam, Nafta</del>	100	€ 1000	YES/ <del>NO</del>
			€ n/a	
Total fast feedback cost			€ 1000	

### 8.2 NPS (optional)

Yearly workshop for NPS Win Promoter Plan

### 8.3 Consumer product experience feedback (optional for non medical)

Consumer Touch point	Medium	Additional cost
<b>Call center</b>	NPS Easy Extract Freetext	No
<b>Web</b>	Online Reviews (BazaarVoice, Amazon)	No

### 8.4 FAQ maintenance (optional)

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

## 9 Consumer Care cost prediction

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

FCR target: 2.6% (FCR target @ CR stage)

### 9.2 Cost per Call

0.2% of Sales

### Cost per Incident (CPI) & Expected Call Center costs

CPI: €27.85 (Source: Cognos HighEnd DTS average CPI\_Jan12 to Jun13)

### 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)
Europe	PER ABOVE FORMULA	<b>1.49%</b>
Latam	PER ABOVE FORMULA	<b>NO LAUNCH</b>
Nafta	PER ABOVE FORMULA	<b>NO LAUNCH</b>
APMEA	PER ABOVE FORMULA	<b>NO LAUNCH</b>

ACR = calls year / sales year

REGION	Sales * Net-Net price * CoNQ in % = CoNQ in Euro	CoNQ IN EURO
Europe (700K pcs sales /yr)	<b>700K x 56.14 x 1.49%</b>	€585.54K
Latam	<b>NO LAUNCH</b>	€
Nafta	<b>NO LAUNCH</b>	€
APMEA	<b>NO LAUNCH</b>	€

\_\_\_\_\_ +

Total cost of one year sales	<b>BASE ON 700K PCS SALES PER YEAR</b>	€585.54K
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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