

Consumer Care Book

Cooking Blender-HR2092, HR2098, HR2099

Approved by

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Product picture:



HR2092

HR2099

HR2098

Product introduction

Project objective

Blender has been a sub-category with fewer innovations in the market.

Recently some players brought new insight (blend heat) as a soup maker proposition and this segment is continuing growing.

Philips Blender has strong position with best blending performance & quality perceived by consumers.

Blender sub-category strategy will continue, fuel "Best in class Blending performance" by addressing new growing high-end market by adding cooking functionality.

Technical Information

HR2092/ HR2099/ HR2098

RRP: Euro 239 / 219 / 215

Wattages: Standard heater power 1100W is used for all SKU's (reduce leadtime for release to secure launch in Nov.)

Jar: Boro Glass Jar (Max 2L, Effective 1.5L)

Auto-Cook: 4 Pre-set program-Chunky soup, Creamy soup, Compote, Sauce

Manual-cook: Manual Heat & Blend

Speed: 4 Speeds + Pulse

Recipe book: Recipe book (40 recipes)

Warranty: 2 year warranty

Introduction and Sales Planning

Type number	Region	First 12mths shipment	Going Price€
	Stroke version		
HR2099 -Specialist/Hyper	DACH	500	€ 219
	Benelux	200	
	Iberia	500	
	Italy, Israel & Greece	200	
	Singapore Local	1000	€ 226
	Malaysia	200	€ 228
HR2098- Pure/Buying	DACH	1000	€215
	Korea	1000	€289
	Singapore Local	200	€222
HR2092 -all	Singapore Local	1500	€247

Consumer Care Focus

Consumer care focus will be

1. Pre-purchase

Topic	
Content to deliver	Web content (product leaflet, DFU or QSG, general FAQs, SOM and Service Manual) ready before CR
Product positioning	A basic functionality but affordable price

2. Post – purchase

Topic	
Content to deliver	Web content (FAQs for use and learn, troubleshooting & tips & tricks).
Touch points support	Communicate touch points for service: web; call center; My Kitchen, live chat, Club Philips.

IPD milestones

PPC wk1511

IR wk1538
CR wk1540

Warranty and service policy (break fix)

- 2 year warranty (= standard for DA products)
- West Europe: Exchange; Rest of the World: Repair

Accessories, consumer replaceable parts

- Blade
- Glass Jar
- Seal ring
- Measure cup
- Collar

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

Type	CPI	NNP (average) €	CoNQ as % of sales
HR2099 -Specialist/Hyper	93.74	221	1.27%
HR2098- Pure/Buying	79.95	242	1.06%
HR2092 -all	7.36	247	0.37%

FCR: Cooking Blender= 2.3%

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	CR	Susan Zhao	
	QSG		NUNEZ SANCHEZ, Juan	
	Warranty card			
<u>Web – pre purchase</u>	FAQ	CR	Kathy Lau	
	360 degree picture		NUNEZ SANCHEZ, Juan	
	Leaflet			
<u>Web – post purchase</u>	User Manual	CR	NUNEZ SANCHEZ, Juan	
	FAQ		Kathy Lau	
	Tips & Tricks			
<u>Specify items for call center</u>	Product samples	CR-2weeks	Jeff Chau	
	On-line call center training		Jasmine Liu	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-2weeks	Jasmine Liu	

Consumer Experience feedback loop – please specify

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

