

Consumer Care Book

New Daily breadmaker

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Date: 2012-08-22
Version: 1.0

Approved by

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Date: 2012-08-22

Product picture:



Product introduction

Reasoning and Business objective

- Objective of this project is to launch and entry model Daily breadmaker, in addition to the New Viva breadmaker. Target RRP = 99 euro (Europe)
- The approach is 'off the shelf'. This means options identified are leading. Per option to be checked whether it will lead to a valuable proposition
- Main option currently is the appliance from Donlim – model BM1331 (improved)
Options are not limited to this model nor supplier
- Key differentiators: similar as for New Viva however with 12 i.s.o. of 14 programs and 33% reduced FCP



Feature:

No of programs	12
Wattage	550 W, DC motor
Materials used	Plastic
Viewing window	Yes
Adjustable crust control	Light/medium/dark
Capacity	1 kg
Pan	Removable
Keep warm function	Yes, one hour
Sound level	< 65 dB(A)
Accessories	Measuring cup, measuring spoon, hook

Consumer Care Focus

Consumer care focus will be

Philips Consumer Lifestyle

1. Pre-purchase

Topic	
Content to deliver	Web content (product leaflet, DFU or QSG, general FAQs, SOM and Service Manual) and call center training material ready before CR
Product positioning	Replace current model HD9020

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 centre; My Kitchen, live chat, Club Philips.

Country focus: Russia

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Going Price
Daily Breadmaker	Benelux, Nordic, Russia, Poland, CEE, Greater China, Ukraine, Argentina	70k	€ 103.25

IPD milestones

PPC wk1230
IR wk1242
CR wk1245

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- West Europe: Carry in, repair, module swap; Rest of the World: Carry in, repair, module swap

Accessories, consumer replaceable parts

- Bread pan, spoon, measuring cup

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

CoNQ as % of sales = $(3.2\% * 27.79 / 67.63) + 0.3\% = 1.53\%$

FCR: 3.0%

CPI:

MEASURES as values	Number Of Claims	Amount paid to the claimer	CPI paid to claimers
<u>HD9020/40</u>	181	5,029.80	27.79

NNP (average) = $(€70.27 + €65 + €61.9 + €61.9 + €68.42 + €70.27 + €70.27 + 68.42 + €72.22) / 9 = 67.63$

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>	Usermanual QSG Warranty card	CR	Susan Zhao Peter Jeeninga	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Kathy Lau Peter Jeeninga	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks	CR	Peter Jeeninga Kathy Lau / Carmen Au	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-2weeks	Carmen Au	

Consumer Experience feedback loop – plse specify

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

