

Consumer Care Book

Zidane Blender (Glass Jar)
HR2173

Approved by

Author: Happy Wang
Date: 2015-06-23
Version: 0.2
Review: Carmen Au

CMM: Nunez Sanchez Juan

Date: 2015-06-23

Product picture:



Product introduction

New Viva- Zidane will reinforce "Performance, Local relevancy, Design"



Feature:



HR2173

RRP	€74.99
Power (W)	600W
Key Feature	ProBlend 5 Variable speed
Speed	Variable + Pulse
Color	Star white/Viva Violet (/0X) Deep Black+ Cashmere Grey(/9X)
Jar Material	Glass
Jar Capacity	2L Max 1.5L Effective
Accessories	No

Failure Symptom	Action
No Function	Add motor protection device (re-settable MTP)

Introduction and sales planning

Type number	Region Stroke Version	First 12mths shipment	Recommended Retail Price €
HR2173	BENELUX	2K	79.99
	IBERIA	1K	79.99
	CENTRAL&EASTERN EUROPE	4K	79.99
	RUSSIA	2K	99
	KOREA	5K	87.77
	MALAYSIA	1K	71.63
	SINGAPORE LOCAL	1K	77.27
	SOUTH AFRICA	1K	78.49
	PERU	1K	78.49

ConQ prediction & cost driver assumption

Type	CPI	NNP (average) €	CoNQ as % of sales
HR2173	26.02	37.73	1.33%

FCR: 1.5%

Call center cost as % of sales (Amount of calls/ total sales): 0.3%

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 centre; My Kitchen, live chat, Club Philips.

IPD milestones

PPC wk1443
IR wk1526
CR wk1527

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

- Jar

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 center

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)
<u>In-box / on-product</u>	User manual QSG Warranty card	CR	Susan Zhao Nunez Sanchez Juan
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Kathy Lau Nunez Sanchez Juan
<u>Web – post purchase</u>	User manual FAQ Tips & Tricks	CR	Susan Zhao Kathy Lau
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-2weeks	Happy Wang

Consumer Experience feedback loop – plse specify

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