

Consumer Care book

Milestone: CR

Project: IPD Viva 2 Slot Toaster
Project ID: 54980
Business Group: 9042 Domestic Appliances
Category: 0341 Philips brand Kitchen Appliances
Innovation Site: IS Hong Kong
Project Manager: Samson Moy
Deliverable Owner: Chris Wong

Status: Approved
Save-date: 2016/06/13

BG CMM (*sign-off*): Name
CCBM: Name

Optional:

QPL

SP

PM

SDE

Date: YEAR/MM/DD

In case PPIM is used for document management, leave these fields blank as the responsible persons are defined in the tool.

Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2016-06-13	Initial version

1. Product introduction, planning

1.1 Product introduction

Great bread, no matter fresh or frozen

10% Wider slot to fit hand cut bread

Built in bun warmer, no more rummage through the cupboard

The Metal design offers great consumer value

HD2637
HD2638
HD2639

The Viva long slot is to reinforce of the sub-cat positioning
*To Toast, defrost, revive **all your bread to perfection!***



Thin pre-cut (15mm)



Thick pre-cut



Hand cut (30 mm)



Buns with topping



Bread Rolls



Pastries

Wider variety of bread!

1.2 Product VPW



Viva 2-slot
toaster-VPW.pdf

1.3 IPD Milestones



Project Plan Committed	PPC: WK 1541
Prototype Consolidation	PC: N/A
Release for Engineering Series	RfES N/A
Product Validated	PV: WK 1616
Industrial Release	IR: WK 1622
Commercial Release	CR: WK 1626

1.4 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	Total Planned quantity (year 1)	FCP (€)	net – net price (€)	Going Price (€)
HD2635	Greater China	7K	12.40	29.94	63.72
HD2635	Russia, Ukraine & Central Asia	5K	11.25	26.44	51.99
HD2637	France	8K	10.27	19.06	39.99
HD2637	Benelux	2K	10.27	19.49	39.99
HD2637	Iberia	1K	10.27	19.32	39.99
HD2637	CEE	6K	10.27	19.51	39.99
HD2637	DACH	4K	10.27	20.16	39.99
HD2637	Middle East & Turkey	6K	10.27	19.40	39.61
HD2637	Russia, Ukraine & Central Asia	3K	10.27	27.44	49.34
HD2637	South Latam	11K	10.27	25.34	53.65
HD2637	Korea	4K	10.27	28.82	44.10
HD2637	Indonesia	1K	10.27	23.31	44.10
HD2637	Singapore Export	1K	10.27	23.31	44.10
HD2638	Thailand	1K	10.38	20.12	42.33
HD2638	Korea	4K	10.38	28.82	42.33
HD2638	Greater China	5K	10.38	26.06	55.39
HD2639	Iberia	1K	11.18	19.67	39.99
HD2639	Italy	1K	11.18	19.67	39.99

2 Consumer Care Experiences and Repair Process

2.1 Consumer experience



Standard consumer journey:

Consumer journey	Care added value / Focus	Action required	Owner
Choose	Clear functional description and Highlights on features	Leaflet, Pre-sales FAQs	CMM, CC
Buy	Clear info of retailers	Call center script	CO MM
Set up	Guideline for Installation	DFU, QSG	PRC, DFU team
Use	Instructions for each function and trouble shooting	DFU, QSG	PRC, DFU team
Maintain/repair	Instructions for maintenance and trouble shooting	DFU, FAQs, Warranty card	PRC, CC
Replace	Instructions for replacement	DFU, QSG	PRC, DFU team

2.2 Service solution

Region	CC Experience Repair & Exchange	Repair Process
EURPOE	Replace	Scrap
APMEA	Replace	Scrap
South Latam	Replace	Scrap

3 Consumer Care Package planning

3.1 Consumer Care Package – Touch point communication

Consumer touch point	Material	Milestone Readiness	Applicable y/n	Responsible	Accountable	What is the focus area for this user communication along the Consumer Decision Journey			
						Active Evaluation	Purchase	Post Purchase	Loyalty
Front end touch points									
In-box / on box									
	User Manual	IR	Y	PRC	CMM		X	X	
	Quick Start Guide	IR	N	PRC	CMM		X		
	World Wide Warranty Card	IR	Y	DFU	CMM			X	
	Product Leaflet	IR	Y	DFU	CMM		X		
Web									
	Product Photo's	CR	Y	CM M	CMM	X	X	X	
	FAQ's	CR	Y	PRC / KE	CMM	X	X	X	
	Leaflet	CR	Y	CM M	CMM	X	X	X	
	User Manual	CR	Y	DFU	CMM	X	X	X	
	CRPs online	CR+4wk	N	CCP	CEM		X	X	
Call Center / Social Media									
	Training package – softskills / product details/education elements	IR	N	PRC / KE	KE / CMM	X	X	X	X
	Commercial Product samples Call center training, open box test, pre-sales testing.	IR	N	CM M	CMM	X	X	X	X
Back end touch points									
Repair & Exchange									
	Service Manual	CR	Y	CCP	CCP			X	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR-2wks	Y	CCP	CCP			X	
	Consumer Replaceable Parts (CRP)	CR-2wks	Y	CCP	CCP			X	

3.2 Spare parts (CRP, Critical, commercial and online shop)

Spare / Replacement part / CRP	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
Lid	√	√	X	X	X

4 Launch preparation & Execution

4.1 Launch team for Key Launches

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre	IWS	Germany	30	Field Quality
Repair Centre	IWS	Netherlands	30	Field Quality
Repair Centre	FFB	Korea	30	Field Quality
Repair Centre	FFB	China	30	Field Quality

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

Target: 1.3%

Best Estimate: 1.1%

Max failure rate: 1.3%

5.2 Contact Center costs, per contacts

Region	Contact center cost % VS sales	Remark
APMEA	0.02%	According to 2015 data of MAG L81
Europe	0.19%	According to 2015 data of MAG L81
LATAM	0.45%	According to 2015 data of MAG L81

5.3 Cost per Incident (CPI)

Type	CPI (€)
HD2635	23.35
HD2637	20.66
HD2638	20.92
HD2639	22.41

5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales (FCR target: 1.3%)
HD2635	1.01%
HD2637	1.30%
HD2638	1.09%
HD2639	1.51%

5.5 Total product sample plan

Activity	Samples qty	Owner
Fast Feedback – Germany	30	CO CC
Fast Feedback - Netherlands	30	CO CC
Fast Feedback - Korea	30	CO CC
Fast Feedback - China	30	CO CC

6 Technical Product Description

6.1 Mechanical- Service Manual

Refers to TPS and Service manual