

Consumer Care Book

Air Purifier Frog Plus & Frog US CR



Deliverable Owner:

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Approved

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BG CMM: Candice Cai

Signature:

Handwritten signature of Candice Cai in blue ink.

Date:

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Version History

The current document version is described below:

Version	Date of Changes	Change Summary
01	2016/03/09	Initial version
02	2016/09/19	Final version

1 1. Product introduction, planning

1.1 Product introduction

Air humidity is a seasonal problem consumers face every year, and consumers buy humidifiers to improve the air humidity. Philips air humidifier frog range has been leading the humidifier market with iconic design, Nano Cloud technology and performance. Upgrading frog range with better performance and advanced UI will further strengthen Philips leading position and market competitiveness.

1.2 Product VPW

Refer to Frog plus VPW



VPW 114.pptx

1.3 IPD Milestones



Project Plan Committed
Prototype Consolidation
Release for Engineering Series
Product Validated
Industrial Release
Commercial Release

PPC: WK 1611
PC: N/A
RfES N/A
PV: WK 1634
IR: WK 1638
CR: WK 1638

1.4 Introduction Regions/countries, Quantities

	2016	2017	2018	2019	2020	Total
HU4801/00	10K	50K	50K	50K	30K	190K
HU4802/00	5K	20K	20K	20K	10K	75K
HU4803/00	10K	30K	30K	30K	20K	120K
HU4801/10 RCA	0.65K	2K	2K	3K	4K	11.7K
HU4802/10 RCA	0.68K	3.5K	3K	3.5K	4K	14.7K
HU4803/10 RCA	1K	4K	4K	4K	5K	16.6K
HU4813/10 RCA	0.5K	1K	1.5K	2K	2K	7K

HU4801/10 DACH	6K	8.5K	6K	6K	6K	33K
HU4803/10 DACH	6K	8.5K	6K	6K	6K	33K
HU4811/10 DACH	2K	10K	14K	14K	14K	53K
HU4813/10 DACH	2K	10K	14K	14K	14K	53K
HU4805/40 USA	1.2K	5.0K	15K	10K		31.2K
HU4804/40 USA	0.6K	8.9K	11.32K	10K		30.8K
HU4804/41 USA	0.6K	1.04K	1.3K	1.3K		4K
HU4805/40 Canada	0.2K	2.0K	3.0K	3.0K		8.2K

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	Warranty (year)	CC Experience Repair & Exchange	Repair Process
China	2	Repair/ carry in	Module swap /scrap
Russia	2	Repair/ carry in	Module swap /scrap
DACH	2	Repair/ carry in	Module swap /scrap
USA	2	Exchange	Exchange

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			
Front end touch points						Active Evaluation	Purchase	Post Purchase	Loyalty
In-box / on box									
	User Manual	IR	Y	PRC	CMM		x	x	
	Quick Start Guide	IR	Y	PRC	CMM		x		
	Registration card	IR	N	CRM	CMM			x	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	*	
	Warranty Policy Statement	CR	N	DFU	CMM			x	
	FAQ's	CR	Y	PRC / KE	CMM	x	x	x	
	Leaflet	CR	Y	CM M	CMM	x	x	x	
	Tips and Tricks	CR	N	PRC / KE	CMM	x	x	x	
	User Manual	CR	Y	DFU	CMM	x	x	x	
	CRPs online	CR	N	CCP	CEM		x	x	
	Instruction videos (tutorials)	CR	N	Mar com	CMM	x	x	x	
Call Center / Social Media									
	Call center Scripts and Tips	CR	Y	PRC / KE CEM	CEM/ KE	x	x	x	x
	Training package – soft skills / product details/education elements	CR	Y	PRC / KE	KE / CMM	x	x	x	x
	Training execution	CR	Y	PRC / KE	KE	x	x	x	x
	2 Pager with high level details	CR	N	CEM	CEM	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	CR	Y	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	Y	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR	N	CCP	CCP			x	

	Training package diagnostics & repair	CR	Y	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	Y	CCP	CCP			x	

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

Spare part / Replacement parts Specifics

Refer to the part list in Service Manual

CRP / Accessories

Part Name	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
TBD	TBD	TBD	TBD	TBD	TBD

4 Launch preparation & Execution

4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
China	TBD	1	CO MM/CO CC
DACH	TBD	2	CO MM/CO CC
Russia	TBD	1	CO MM/CO CC
NAM	TBD	2	CO MM/CO CC

4.2 Fast Feedback Program

Feedback Channels	Remarks	regions	Quantity	Accountable
Service Centers	HU4803 DACH	DACH	30	CO CC
Call centers	HU4804&HU4805	NAM	30	CO CC

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

Best case @CREX:	<u>China</u> 0.8	<u>DACH / Russia</u> 1.8	<u>NAM</u> 2.2
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Worst case @CREX:	0.8	1.8	2.2
FCR target:	0.8	1.8	2.2

5.2 Contact Center costs

Region	Contact center cost % VS sales	Remark
China	0.27%	According to China 2015 data for Air
Europe	0.58%	According to Europe 2015 data of Air
NAM	0.54%	According to NAM 2015 data of DA

5.3 Cost per Incident (CPI)

Refer to the CPI of Frog+

China – 12.68 EUR
Russia – 26.96 EUR
DACH – 27.93 EUR
NAM - 25 EUR

5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales	
	Best case	Worst case
China	0.27%	0.27%
Russia	0.92%	0.92%
DACH	0.9%	0.9%
NAM	0.84%	0.84%

5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training	HU4801/00 x 1	CO CC
Call center training	HU4802/00 x 1	CO CC
Call center training	HU4803/00 x 1	CO CC
Call center training	HU4804/40 x 1	CO CC
Call center training	HU4801/10 DACH x 1	CO CC
Call center training	HU4803/10 DACH x 1	CO CC

Pre-launch testing	HU4803/00 x 1	CO CC
Pre-launch testing	HU4803/10 x 2	CO CC
Pre-launch testing	HU4803/01 x 1	CO CC
Pre-launch testing	HU4805/40 x 1	CO CC
Fast feedback(HU4803)	HU4803/10 x 30	CO CC
Fast feedback(HU4804&HU4805)	HU4804&HU4805/40/41 x 30	CO CC

6 Technical Product Description

Refers to TPS and Service manual