

## Consumer Care Book Bulldog Basic Blender

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Product picture:



## Product introduction

### Project objective

- During Multiple BMC dialogues, Basic Blender was defined as one of the **key enabler for growth** : ASEAN, Africa, China, Middle East
- **Middle class is growing fast** in above developing markets. Big business opportunity for us by addressing this growing social class
- **Market share under pressure** due to getting stronger local competitions
- KA have been investigating multiple local sourcing possibilities last 3 years but without success. Now we are looking toward different approach to make this happen → *down spec old Daily blender via supplier derivative*

Feature:

Specs	Description
Motor Power	280W for Indonesia, 350W for ROW
Motor Supplier	OEM/ODM preferred
Housing material	PP
Jar Capacity	1L (effective capacity)
Jar Material	Plastic (SAN)
Measuring Cup	Not required
Clean-ability	No detachable blade assy
Blade	4 knife blade (no serrated)
Speed	On/off; 1 Speed; Pulse
Accessory	Mill (capacity 260cc)
Mill blade	No sharp edge
Power Cord	2x0.5mm <sup>2</sup> - 0.80m external length
Rubber feet	2pcs
DFU	A3 paper size, folded into A6 size leaflet
PVC/BFR	No PVC/BFR requirement
Motor protection	MTP
Packaging	Compact pulp protection
Motor Lifetime	50hr
Annual Volume	1 million units/yr min. x 4 years

## Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Recommended Retail Price €
HR2051 (1L,300W,1 SP)	Malaysia	30	23
	Singapore Local	12	23.4
	Thailand	95	29.3
	Singapore Export	25	23.5
HR 2056 (1L,300W,1 SP,1 MILL)	United Arab Emirates	120	25.4
	Malaysia	15	26.2
	Singapore Local	12	26.7
	Thailand	40	33.3
	Indonesia	50	33
	Singapore Export	12	26.7
	Africa	125	26.3
HR2058 (1L,300W,1 SP,2 MILL)	United Arab Emirates	54	30
	Africa	25	28.2
HR2051 (1L,300W,1 SP) + EMC	DACH	8	27
	Benelux	8	27
	Nordics	8	27
	Iberia	8	27
	Italy Israel&Greece	8	27
	Central & Eastern Europe	18	27
	Russia	8	51
	Ukraine	8	34
	Korea	50	31.2
HR2056 (1L,300W,1 SP,1 MILL) + EMC	Korea	25	33.9
	China	96	33.2
	South Africa	40	26.3
HR2058 (1L,300W,1 SP,2 MILL) + EMC	South Africa	10	28.2

## 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 wk1517  
 IR wk1542  
 CR wk1547

## 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

- Mill
- Plastic Jar
- Lid

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
HR2051 (1L,300W,1 SP)	12.19	24.6	1.78%
HR2056 (1L,300W,1 SP,1 MILL)	15.33	28.2	1.93%
HR2058 (1L,300W,1 SP,2 MILL)	17.23	29.1	2.03%
HR2051 (1L,300W,1 SP) + EMC	20.83	30.9	2.32%
HR2056 (1L,300W,1 SP,1 MILL) + EMC	10.61	31.0	1.32%
HR2058 (1L,300W,1 SP,2 MILL) + EMC	10.61	28.2	1.42%

FCR: 3.0%

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 Nunez Sanchez Juan	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Kathy Lau Nunez Sanchez Juan	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks	CR	Nunez Sanchez Juan 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
<b>Call center</b>	Easy Xtract Freetext	No
<b>Web</b>	Easy Xtract Freetext	No