

Consumer Care Book

Kueh Mixer

HR1552 HR1559

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Approved by

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Product picture:



Product introduction

Background:

We have been selling the same Mixer (HR1530 & HR1538) in Indonesia market for over 10 years (300k pcs per year with IGM 24%). In later 2014, due to the change of business model and stronger local competition, Indonesia CO has requested BG to launch a new Mixer as a replacement with more competitive specs and design.

Objective:

To maintain the market leader position with an improvement in IGM%

Commercial Objectives:

- Yearly volume: 400Kpcs (200K for S&B, 200K for handheld)
- Target FSP: 8USD for handheld version and 12USD for S&B version
- Target IGM: 38%
- Target EBIT: 14%

Feature



SKU	HR1552/50 (HH)	HR1552/10, 30 (HH)	HR1559/50 (S&B)	HR155910, 30 (S&B)
Specifications				
List Price	Rp375,900	Rp395,000	Rp443,900	Rp466,000
Wattage	170 W	170 W	170 W	170 W
Voltage	220 V	220 V	220 V	220 V
Material Housing	Plastic	Plastic	Plastic	Plastic
Material Beaters	Stainless Steel	Stainless Steel	Stainless Steel	Stainless Steel
Material Dough Hooks	Stainless Steel	Stainless Steel	Stainless Steel	Stainless Steel
Speed (Turbo)	5 + Turbo	5 + Turbo	5 + Turbo	5 + Turbo
Beaters	•	•	•	•
Dough Hooks	•	•	•	•
Bowl Capacity	N/A	N/A	2L	2L
Rotating Bowl	N/A	N/A	Yes	Yes
Performance	Better	Better	Better	Better
Warranty	2	2	2	2

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Recommended Retail Price €
HR1552	Indonesia	100	25.23
HR1559	Indonesia	100	29.70

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	New generation Philips Daily Mixer provides me powerful mixing performance with smooth and lump-free results. It delivers the right smoothness to my cake batter with low energy consumption.

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 center; live chat, Club Philips.

IPD milestones

PPC wk1533
IR wk1601
CR wk1604

Warranty and service policy (break fix)

- 2 year warranty
- Indonesia: Repair

Consumer replaceable parts

- HR1552: Hook / Strip Beater
- HR1559: Hook / Strip Beater / Spatula / Bowl

CRP will be made available:

- 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
HR1552 (HH)	10.94	16.55	0.96%
HR1559 (S&B)	10.94	19.55	0.97%

FCR:
 HR1522: 1.0%
 HR1559: 1.2%

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>	User Manual QSG Warranty card	CR	Wan Vicki	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Wan Vicki	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks	CR	Wan Vicki	
<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