

Consumer Care book

Milestone: CR

Project: IPD Leopard - Hi speed Blender
Project ID: 56130
Business Group: 9042 Domestic Appliances
Category: 0341 Philips brand Kitchen Appliances
Innovation Site: IS Hong Kong
Project Manager: Ben Tang
Deliverable Owner: Chris Wong

Status: Approved
Save-date: 2016/08/04

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	2016-08-04	Initial version

1. Product introduction, planning

1.1 Product introduction

Philips *Innergizer* High Performance Blender

Unlocks 97% of nutrients from
fruits and vegetables



- ✓ Our Most Powerful Blender, ever (2000 Watt, 45,000 RPM)
- ✓ ProBlend Extreme nutrient release technology
- ✓ Virtually indestructible 2.2L Tritan jar
- ✓ Eye-catching design – Metal base, precision dial, advanced Digital UI

1.2 Product VPW



Leopard - VPW.pdf

1.3 IPD Milestones



Project Plan Committed	PPC: WK 1604
Prototype Consolidation	PC: N/A
Release for Engineering Series	RfES N/A
Product Validated	PV: WK 1629
Industrial Release	IR: WK 1630
Commercial Release	CR: WK 1631

1.4 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	Total Planned quantity (year 1)	FCP (€)	net – net price (€)	Going Price (€)
Highspeed1	DACH	1K	80.09	203.75	449
Highspeed2	DACH	1K	88.55	226.44	499
Highspeed1	Korea	1K	80.09	192.58	407.38
Highspeed1	China	3K	79.53	188.01	456.03
Highspeed2	China	1K	88.05	212.28	514.89

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	Repair	Module swap
APMEA	Repair	Module swap

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+4wks	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
Blender Jar Assy	√	√	X	X	X
Tamper	√	√	X	X	X
Measuring Cup	√	√	X	X	X

4 Launch preparation & Execution

4.1 Launch team for Key Launches

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre	IWS	Germany	15	Field Quality
Repair Centre	FFB	China	15	Field Quality

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

Target: 2.5%
Best Estimate: 2.5%
Max failure rate: 3.3%

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

5.3 Cost per Incident (CPI)

Region	CPI (€)
DACH	35.61
Korea	38.88
PRC	39.24
HK	40.76

5.4 Expected Cash-Out cost

Region	Expected Cash Out% VS Sales (FCR target: 2.5%)
DACH	0.43%
Korea	0.51%
PRC	0.51%
HK	0.61%

5.5 Total product sample plan

Activity	Samples qty	Owner
Fast Feedback – Germany	15	CO CC
Fast Feedback - China	15	CO CC

6 Technical Product Description

6.1 Mechanical- Service Manual

Refers to TPS and Service manual