

Consumer Care book

Milestone: CR



Project:	AirVibe air quality monitor – 2017
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Status:	Final
Save-date:	2017/05/18

BG CMM: LUO, Lori

Signature: LUO, Lori

Date: 2017/05/18

Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2016-08-01	Initial version
0.2	2017-05-18	Final version

1. Product introduction, planning

1.1 Product introduction

Air Vibe (Sniffer bee) provide you the accurate PM2.5, formaldehyde, CO2, temperature and humidity sensing with precision Air technology.

Product VPW



AirVibe VPW.pptx

1.2 IPD Milestones



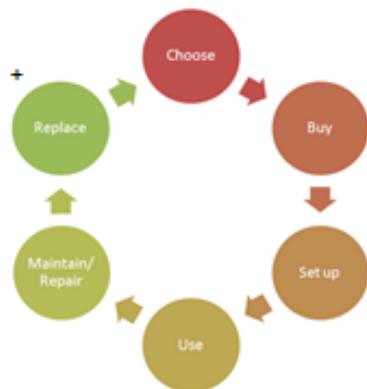
Project Plan Committed	PPC: WK 1625
Prototype Consolidation	PC: N/A
Release for Engineering Series	RfES N/A
Product Validated	PV: WK 1719
Industrial Release	IR: N/A
Commercial Release	CR: WK 1720

1.3 Introduction Regions/countries, Quantities, Price

	2017	2018	2019	2020	2021	Total
CHINA	3.5K	23K	30K	26K	9K	91.5K
Total	3.5K	23K	30K	26K	9K	91.5K

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
China	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	Y	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	Y	PRC / KE	KE / CMM	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	IR	Y	CM M	CMM	x	x	x	x
Back end touch points									
Repair & Exchange									
	Service Manual	CR	N	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	N	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?
TBD	TBD	TBD	TBD	TBD	TBD

4 Launch preparation & Execution

4.1 Launch team for Key Launches

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre & Call Center	IWS	China	50	Field Quality

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

Target: 1.5%
Best Estimate: 1.5%
Max failure rate: 1.6%

5.2 Contact Center costs, per contacts

Region	Contact center cost % VS sales	Remark
China	0.19%	According to China 2016 data for Air

5.3 Cost per Incident (CPI)

Type	CPI (€)
AS3505&AS3506	43.75

5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales (FCR target: 1.5%)
AS3505&AS3506	0.94%

5.5 Total product sample plan

Activity	Samples qty	Owner
Fast Feedback – China	50	CO CC
Call center samples	4	CO CC
Pre-launch testing	2	CO CC

6 Technical Product Description

6.1 Mechanical- Service Manual

Refers to TPS and Service manual