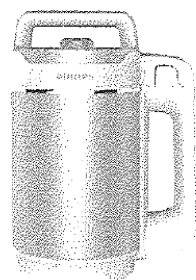


### Consumer Care Book

Project name : **Cashew**  
Project description : **Soymilk maker**



**HD2089/01**

Author: Karen Liu  
Date: Jul-6-2015  
AKB: SHW-01-001- 15019R01  
Version: Final

BG CMM: Frank Liu  
Signature:

Date:

2015.7.14

#### Version History

The current document version is described below:

| Version | Date of Changes | Change Summary  |
|---------|-----------------|-----------------|
| 0.1     | 2015-07-06      | Initial version |
|         |                 |                 |

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## 1. Product introduction, planning

### 1.1 Product introduction

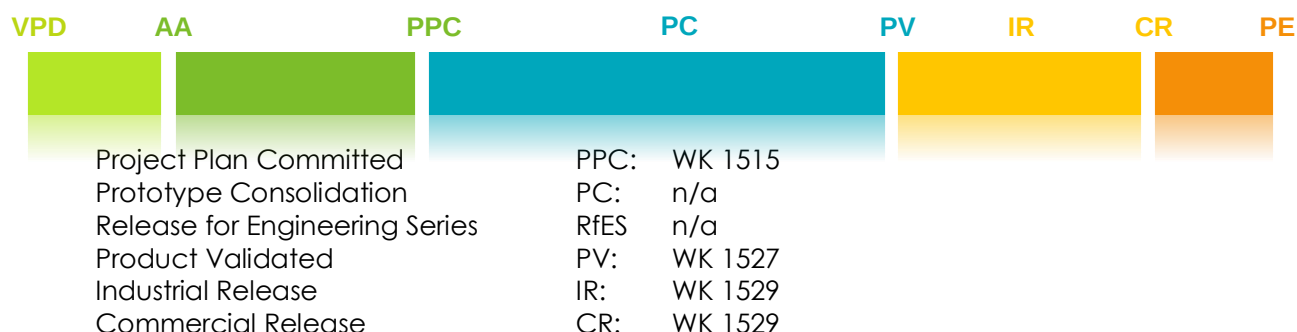
Project Cashew is a refreshment of Project Almond in Greater China, to re-fresh proposition and optimize portfolio by focusing on "Filter-Free" claim and using "Blade & Rib" as unique RTB. With unique Blade Mill design greatly improve grinding efficiency and help you enjoy the maximum bean nutrition smoothly without filtering.

### 1.2 Product VPH



VPW in Cashew

### 1.3 IPD Milestones



### 1.4 Introduction Regions/countries, Quantities, Price

| Type number | Region | First shipment | Total Planned quantity (4 years) | RRP     |
|-------------|--------|----------------|----------------------------------|---------|
| HD2089/01   | China  | Jul-2015       | 72 k                             | 899 RMB |

## 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, 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             | Carry in, repair.               | Module swap / 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 |          |               |         |
|------------------------|-------------|---------------------|----------------|-------------|-------------|----------------------------------------------------------------------------------------|----------|---------------|---------|
| 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      | y | CRM                | CMM          |   |   | x | x |
|                                   | World Wide Warranty Card                                                                 | IR      | y | DFU                | CMM          |   |   | x |   |
|                                   | Product Leaflet                                                                          | IR      | y | DFU                | CMM          |   | x |   |   |
| <b>Web</b>                        |                                                                                          |         |   |                    |              |   |   |   |   |
|                                   | Product Photo's                                                                          | CR      | y | CM<br>M            | CMM          | x | x | x |   |
|                                   | Warranty Policy Statement                                                                | CR      | y | DFU                | CMM          |   |   | x |   |
|                                   | FAQ's                                                                                    | CR      | y | PRC<br>/ KE        | CMM          | x | x | x |   |
|                                   | Leaflet                                                                                  | CR      | y | CM<br>M            | CMM          | x | x | x |   |
|                                   | Tips and Tricks                                                                          | CR      | y | PRC<br>/ KE        | CMM          | x | x | x |   |
|                                   | User Manual                                                                              | CR      | y | DFU                | CMM          | x | x | x |   |
|                                   | CRPs online                                                                              | CR+4wk  | y | CCP                | CEM          |   | x | x |   |
|                                   | Instruction videos (tutorials)                                                           | CR      | y | Mar<br>com         | CMM          | x | x | x |   |
| <b>Call Center / Social Media</b> |                                                                                          |         |   |                    |              |   |   |   |   |
|                                   | Call center Scripts and Tips                                                             | CR      | y | PRC<br>/ KE<br>CEM | CEM/<br>KE   | x | x | x | x |
|                                   | Training package – softskills /<br>product details/education<br>elements                 | IR      | y | PRC<br>/ KE        | KE /<br>CMM  | x | x | x | x |
|                                   | Training execution                                                                       | CR      | y | PRC<br>/ KE        | KE           | x | x | x | x |
|                                   | Medical training requirements                                                            | IR      | y | Glob<br>al<br>Care | BG CC<br>mr  | x | x | x | x |
|                                   | Activate product as medical in<br>PFS                                                    | CR      | y | CM<br>M            | BG CC<br>Mgr | x | x | x | x |
|                                   | Commercial Product samples<br>Call center training, open box<br>test, pre-sales testing. | IR      | y | CM<br>M            | CMM          | x | x | x | x |
| <b>Back end touch points</b>      |                                                                                          |         |   |                    |              |   |   |   |   |
| <b>Repair &amp; Exchange</b>      |                                                                                          |         |   |                    |              |   |   |   |   |
|                                   | Service Manual                                                                           | CR      | y | CCP                | CCP          |   |   | x |   |
|                                   | Service Bill of Material, incl. spare<br>parts Purchasing Master data                    | CR-2wks | y | CCP                | CCP          |   |   | x |   |
|                                   | Consumer Replaceable Parts<br>(CRP)                                                      | CR-2wks | y | CCP                | CCP          |   |   | x |   |
|                                   | Training package diagnostics &<br>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 parts list refer to service manual in FYP.

CRPs/ Accessories

| Part's description | CRP | Service parts | Commercial Accessories (CTN available) | Critical parts |
|--------------------|-----|---------------|----------------------------------------|----------------|
| Power cord         | Y   | Y             | N                                      | N              |

### 3.3 FAQ (Frequently Asked Questions)

FAQs refer to FYP.

## 4 Launch preparation & Execution

### 4.1 Field feedback collection

| Feedback Channels | Remarks            | regions | Quantity |
|-------------------|--------------------|---------|----------|
| Returned devices  | Via service center | China   | 30       |

## 5 Consumer Care cost prediction

### 5.1 Predicted Field Call Rate (FCR)

FCR target: 2.5%

Best Case@ CREX: 2.1%

Worst Case@ CREX: 2.4%

### 5.2 Contact Center costs, per contacts

| Region | Call centre cost %age vs Sales |
|--------|--------------------------------|
| China  | 0.1%                           |

### 5.3 Cost per Incident (CPI)

| Region | CPI repair | CPI NSE | CPI exchange | CPI avg. |
|--------|------------|---------|--------------|----------|
| China  | 16.68 €    | 40.88 € | 38.26 €      | 24.18 €  |

### 5.4 Expected Cash-Out cost

| Region | Cash Out %age vs Sales   |                           |
|--------|--------------------------|---------------------------|
|        | Best Case@<br>CREX: 2.4% | Worst Case@<br>CREX: 2.1% |
| China  | 0.77%                    | 0.9%                      |

### 5.5 Total product sample plan

| Activity             | Samples qty | Owner |
|----------------------|-------------|-------|
| Call center training | 3           | CO CC |

## 6 Technical Product Description

### 6.1 Mechanical- Service Manual

Refer to TPS & service manual.