

Consumer Care Book

Air Purifier Comfort US & Comfort DI & Comfort Ali
CR



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Signature:

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Version History

The current document version is described below:

Version	Date of Changes	Change Summary
01	2016/05/24	Initial version
02	2016/09/20	Final version

1 1. Product introduction, planning

1.1 Product introduction

Philips will launch a Smart & Connected proposition to differentiate against current competitive set. The hero product is the Connected Purifier 2000 series, with World-class VitaShield IPS & Aerasense Technology. The Connected proposition will continue to evolve after launch with the aim to offer personalized advice and health coaching (e.g. improving your allergy management routine) later on.

1.2 Product VPW

Refer to Comfort VPW



VPW.pptx

1.3 IPD Milestones



	<u>DI Comfort</u>	<u>Comfort US</u>	<u>Comfort Ali</u>
Project Plan Committed	PPC: WK 1622	WK 1622	WK 1622
Prototype Consolidation	PC: N/A	N/A	N/A
Release for Engineering Series	RfES: N/A	N/A	N/A
Product Validated	PV: WK 1634	TBD	TBD
Industrial Release	IR: WK 1637	N/A	N/A
Commercial Release	CR: WK 1652	WK1640	WK1645

1.4 Introduction Regions/countries, Quantities

NAM	2016	2017	2018	2019	2020	Total
AC2885/40	0.50	1.7	4.0	6.0	6.0	18.2
Comfort DI – non Amazon	0.25	2.2	10.0	14.0	14.0	40.5
Comfort DI – Amazon	0.50	1.5	3.0	5.0	4.0	14
AC2890/00	10	20	25	21	15	91K

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	Warranty (year)	CC Experience Repair & Exchange	Repair Process
USA	2	Exchange	Exchange
China	2	Repair on Model level	Repair on Model level

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		
	Registration card	IR	N	CRM	CMM			x	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		
	Warranty Policy Statement	CR	N	DFU	CMM			X	
	FAQ's	CR	Y	PRC / KE	CMM	x	x	X	
	Leaflet	CR	Y	CM M	CMM	x	x	X	
	Tips and Tricks	CR	N	PRC / KE	CMM	x	x	X	
	User Manual	CR	Y	DFU	CMM	x	x	X	
	CRPs online	CR	N	CCP	CEM		x	X	
	Instruction videos (tutorials)	CR	N	Mar com	CMM	x	x	X	
Call Center / Social Media									
	Call center Scripts and Tips	CR	Y	PRC / KE CEM	CEM/ KE	x	x	X	x
	Training package – soft skills / product details/education elements	CR	Y	PRC / KE	KE / CMM	x	x	X	x
	Training execution	CR	N	PRC / KE	KE	x	x	X	x
	2 Pager with high level details	CR	N	CEM	CEM	x	x	X	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	CR	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	N	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR	N	CCP	CCP			x	

	Training package diagnostics & repair	CR	N	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	N	CCP	CCP			x	

3.2 Spare parts (CRP, Critical, commercial and online shop)

Spare part / Replacement parts Specifics

Refer to the part list in Service Manual

CRP / Accessories

Part Name	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
TBD	TBD	TBD	TBD	TBD	TBD

4 Launch preparation & Execution

4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
NAM	TBD	Comfort US x 1	CO MM/CO CC
NAM	TBD	Comfort DI x 1	CO MM/CO CC

4.2 Fast Feedback Program

Feedback Channels	Remarks	regions	Quantity	Accountable
Service Centre	Comfort US	USA	100	CO CC
Service Centre	Comfort DI	USA	100	CO CC

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

NAM (DI Comfort)

Best case @CREX: 3.2%

Worst case @CREX: 4.8%

FCR target: 2.8%

NAM (Comfort)

Best case @CREX: 2.7%

Worst case @CREX: 4.2%

FCR target: 2.3%

China (Comfort Ali)

Best case @CREX: 2.1%

Worst case @CREX: 2.6%

FCR target: 2.1%

5.2 Contact Center costs

Region	Contact center cost % VS sales	Remark
NAM	0.54%	According to NAM 2015 data of DA
China	0.27%	According to China 2015 data for Air

5.3 Cost per Incident (CPI)

Average of both DI Comfort and Comfort US

NAM – DI Comfort: US\$87.00

NAM – Comfort: US\$72.00

China – Comfort Ali: US\$64.8

5.4 Expected Cash-Out cost

DI Comfort	Expected Cash Out% VS Sales	
	Best case (FCR: 3.2%)	Worst case (FCR: 4.8%)
NAM	1.54%	2.30%

Comfort US	Expected Cash Out% VS Sales	
	Best case (FCR: 2.7%)	Worst case (FCR: 4.2%)
NAM	1.28%	1.99%

Comfort Ali	Expected Cash Out% VS Sales	
	Best case (FCR: 2.1%)	Worst case (FCR: 2.6%)
China	0.2%	0.25%

5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training	<i>Comfort DI x 2</i>	CO CC
Call center training	<i>Comfort US x 2</i>	CO CC
Call center training	<i>Comfort Ali x 1</i>	CO CC
Pre-launch testing	<i>Comfort US x 1</i>	CO CC
Pre-launch testing	<i>Comfort DI x 1</i>	CO CC
Fast feedback	<i>Comfort US x 100</i>	CO CC
Fast feedback	<i>Comfort DI x 100</i>	CO CC

6 Technical Product Description

Refers to TPS and Service manual