

Consumer Care Book HR210x New Daily Blender

Author: Fanny Kwok
Date: 2011-12-13
Version: 1.0

Approved by

CMM: Sungho Moon

(Please place signature)

Site CC Leader: Franken Leung

Date: 2011-12-13

Product picture:



Product introduction

This is the product introduction of New Daily Blender:



- **Performance**
 - Strong 400W motor power (tbc), at least 350W on current daily
 - Specially designed blade for enhanced smoothie making function
 - 2 Speed control + Pulse
 - Circuit breaker for maximum safety protection (Asean version)
- **Versatility**
 - Extra accessories(filter, mill, mini chopper) for soft and hard ingredients
- **Easy of use**
 - Lock indicator on both sides works for left and right handed people
 - Spout designed for better flow of the liquid
 - Thumb grip handle
 - Button also allows easy operation with wet hands
 - The new lid fixation (lock inside lid) for better cleanability
 - Integrated power cord storage

And there are some optional accessories:

| | | | | | | |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|--|--|
| | | | | | | |
| 400W, 1.5L (TBC) | 400W, 1.5L (TBC) | 400W, 1.5L (TBC) | 400W, 1.5L (TBC) | 400W, 1.5L (TBC) | 400W, 1.5L (TBC) | 400W, 1.5L (TBC) |
| HR2100 | HR2101 | HR2102 | HR2103 | HR2104 | HR2105 | HR2106 |
| Euro 30 (Europe) Euro 27 (Asia) | Euro 32(Europe) Euro 30(Asia) | Euro 35(Europe) Euro 33(Asia) | Euro 37(Europe) Euro 35(Asia) | Euro 42(Europe) Euro 40(Asia) | Euro 40(Europe) Euro 37(Asia/Latam) | Euro 45(Europe) Euro 40(Asia/Latam) |
| Plastic Jar (Effective 1.25L) | Plastic Jar (Effective 1.25L) | Plastic Jar (Effective 1.25L) | Plastic Jar (Effective 1.25L) | Plastic Jar (Effective 1.25L) | Glass jar(sodalime) (Effective 1.25L) | Glass jar(sodalime) (Effective 1.25L) |
| 2 Speed + Pulse | 2 Speed + Pulse | 2 Speed + Pulse | 2 Speed + Pulse | 2 Speed + Pulse | 2 Speed + Pulse | 2 Speed + Pulse |
| 4Star blade or New VGN blade (tbc) | 4Star blade or New VGN blade (tbc) | 4Star blade or New VGN blade (tbc) | 4Star blade or New VGN blade (tbc) | 4Star blade or New VGN blade (tbc) | 4Star blade or New VGN blade (tbc) | 4Star blade or New VGN blade (tbc) |
| | Filter | | Filter | Filter | | |
| | | Mill | Mill | Mill | | Mill |



Sep 2012 intro -FR,NL,BL,Nor,
ROW Jan 2013 intro

Mar 2013 Intro

- Mill(HR2102/3/4/6) : New design required due to new CUBO blender design
- Mini chopper(HR2104) : New design required due to new CUBO blender design
- Filter (HR2101/3/4) : Using RI2103 filter but resizing and compatible with 1.5L Plastic and 1.5 Glass Jars
- Glass jar(HR2105, HR2106): new design

Consumer Care Focus

1. Pre-purchase

- a. This is Blender roadmap and New Daily is positioning as a low-end collection. It is the successor of HR2000/HR2001/HR2003/HR2004/HR2006/HR2010/HR2011
- b. Content to deliver for web content included: product leaflet, DFU, QSG, general FAQs, SBOM and Service Manual, these will be ready at CR

Blender Portfolio 2012

| | | | | | |
|------------------------------------|---|---|--|---|--|
| <p>Premium, Robust Collection</p> |  | <p>HR2181 Robust</p> <ul style="list-style-type: none"> • 850W • 2 knife blend system • Die cast metal • 2L glass jar • 5 speeds, auto, ice crush • € 300 | | | |
| <p>High-end, Avance Collection</p> |  | <p>New Sep 2012 HR2095/ HR2096</p> <ul style="list-style-type: none"> • 700W/800W • Deep blending / triple action blade • Stainless steel body • 2L glass jar • Variable speed, ice crush, pulse, smoothie • € 85 / € 100 |  | <p>New Jan 2013 HR2097</p> <ul style="list-style-type: none"> • 800W • Deep blending / triple action blade • Stainless steel body • 2L stainless steel jar • Variable speed, ice crush, pulse, smoothie • € 115 | |
| <p>Mid-end, Viva Collection</p> |  | <p>HR203x/HR204x/HR205x</p> <ul style="list-style-type: none"> • 600W • 2L plastic/glass jar • 3/5 speeds • Quick clean/pulse button • filter, mill, chopper, citrus press, cocktail blades • € 50 ~ 70 |  | <p>HR216X/HR217X</p> <ul style="list-style-type: none"> • 600W • 2L plastic/glass jar • Ice crush, smoothie, pulse • filter, mill, chopper • € 55 ~ 90 (SS Jar Jan 2012) | |
| <p>Low-end, Daily Collection</p> |  | <p>HR200X/HR201X</p> <ul style="list-style-type: none"> • 350W • 3 speeds /pulse • 1.5L /1L plastic jar • Filter, mill(s) • € 25 ~ 40 | <p>New Sep 2012 BR R12XXX</p> <ul style="list-style-type: none"> • 400W • 2/3speeds/pulse • 2L PP, SAN jar • Filter • R\$69 ~ R\$99 | <p>HR202X</p> <ul style="list-style-type: none"> • 400W • 2speeds/pulse • 1.75L plastic jar • Filter, mill • € 30 ~ 45 | <p>HR2850 /HR2860 /HR2870</p> <ul style="list-style-type: none"> • 220/ 250W • 400/ 600 ml plastic jar • Filter, mill(s) • € 35 ~ 40 |

Confidential

Kitchen Appliances, 19 December 2011, version 3

4

2. Post – purchase

- a. Content to deliver for web content included: trouble shooting FAQs, Tips and Tracks

Introduction and sales planning

| Type number | Region Stroke version | First 12mths shipment | Going Price |
|-------------|--|--------------------------|------------------------------------|
| HR2100 | Netherlands, DACH, UK&Ireland, Russia, CEE, LATAM, Greater China, Rest Asia, S.Korea, Singapore | 469k | € 30 (Europe) € 27 (Asia) |
| HR2101 | Nordic, Greater China | 105k | € 32 (Europe) € 30 (Asia) |
| HR2102 | France, Thailand, Rest Asia, Singapore, MEA | 362k | € 35 (Europe) € 33 (Asia) |
| HR2103 | LATAM, Greater China | 40k | € 37 (Europe) € 35 (Asia) |
| HR2104 | Greater China, S.Korea | 110k | € 42 (Europe) € 40 (Asia) |
| HR2105 | Nordic, LATAM | 47k | € 40 (Europe) € 37 (Asia/Latam) |
| HR2106 | LATAM, Greater China, Thailand, S.Korea, Singapore | 41k | € 45 (Europe) € 40 (Asia/Latam) |

IPD milestones

PPC wk1150
IR wk1224
CR wk1226

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- West Europe: X2X; Rest of the World: Carry in, repair, module swap

Accessories, consumer replaceable parts

- Mill
- Mini chopper
- Filter
- Plastic/Glass jar

Accessories will be made available:

- On line: thru ASWP on-line shop (BNL, F, DA only)
- 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

CoNQ as % of sales:

HR2100 = 1.44% +0.3% = 1.74%

HR2101 = 1.03% +0.3% = 1.33%

HR2102 = 1.06% +0.3% = 1.36%

HR2103 = 0.94% +0.3% = 1.24%

HR2104 = 0.82% +0.3% = 1.12%

HR2105 = 1.36% +0.3% = 1.66%

HR2106 = 0.83% +0.3% = 1.13%

FCR: New Daily Blender – 1.2%

CPI (average):

HR2100 = €16.26

HR2101 = €10.86

HR2102 = €13.59

HR2103 = €11.77

HR2104 = €11.71

HR2105 = €19.25

HR2106 = €11.89

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 | Maggie Zhong Sungho Moon | |
| <u>Web – pre purchase</u> | FAQ 360 degree picture Leaflet | CR | Vicki Wan Sungho Moon | |
| <u>Web – post purchase</u> | User manual FAQ Tips & Tricks | CR | Sungho Moon Vicki Wan/ Ellen Ho | |
| <u>Specify items for call center</u> | Product samples On-line call center training | No sample is reserved, will arrange general KA product training in Q3,2012 | Lisa Lau | |
| <u>Specify Items for Service Center</u> | Service manual and Service BOM | CR-2weeks | Fanny Kwok | |

Consumer Experience feedback loop – plse specify

| Consumer Touch point | Medium | Additional cost |
|----------------------|----------------------|-----------------|
| Call center | Easy Xtract Freetext | No |
| Web | Easy Xtract Freetext | No |