

Consumer Care Book Sesame Soymilk Maker

Author: Bobby Liu
Date: Nov. 7th 2011
Version: 2.1

Approved by

CMM: Nora Ji

Date:


11.7.2011

Product picture:



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Product introduction

- Sesame Project is bringing Philips to go for a new and fast entrance approach in China soymilk makers (SMM) market. The products offer in range between RMB499-728. It is positioned as Philips SMM “**100% Safer, Healthier, Worry Free**” by using “100% food grade lubricant” and anti-splash caps to prevent water entering into power connector to make using more safe.

Consumer Care Focus

Due to consumer healthy lifestyle and increasing healthy consciousness on food safety, the soy milk maker consumer care focus will be

1) Pre-purchase:

Create awareness of Philips SMM is **Safer** due to:

- We are using 100% food grade lubricant – Not only on Motor Shaft Seal but also Motor Shaft Bearing
- Anti-splash cap to prevent water entering into power connector to make using more safe

Create preference for Philips Soymilk maker through consumer education

- Providing more user tips in ‘simple to use & easy to clean & filter’
- Tap into My Kitchen Platform (by providing recipes)

2) Post purchase:

- Enhancing cooking experience
- Provide trouble shooting tips when product breaks down or if consumers are still not satisfied about cleaning and filtering
- Product maintenance tips

Country focus: China

Introduction and sales planning

Type number	Region Stroke version	2011	2012	2013	2014	2015	Going Price(CN Y)
ME 1	China	32	65	119	104	-	499.00
ME 2	China	12	40	119	104	-	499.00
HE 1	China	17	40	48	42	36	658.00
HE 2	China	18	40	48	42	36	658.00
HE 3	China	11	27	48	42	36	728.00

IPD milestones

PPC wk1109
IR wk1143
CR wk1144

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Carry in, repair, module swap

Accessories, consumer replaceable parts

Accessories

Mid End: Sieve, Measuring Cup

Hi-End: Plastic jug with handle, Sieve, Measuring Cup, Cleaning Pad.

No Consumable replaceable parts

Accessories will be made available:

- Call center (ordering via local service provider)
- Service center

Consumer touch points for consumer care

In-box

Web (.com)

Call center

Trade

Service centers

ConQ prediction & cost driver assumption

Total Volume	QTY	1126000
FCR	%	2.50%
ACR	%Sales Volume	0.30%
NNP	dealer price	€ 33.52
Sales	volume*NNP	€ 37,741,183.74
CPI		€ 17.16
CoNQ	volume*FCR*CPI	€ 483,067.23
Call Cost per call	10min*cost per min	€ 10.00
Call center cost	volume*ARC%*cost/call	€ 33,780.00
TOTAL CoNQ	CoNQ+Callcenter cost	€ 516,847.23
CoNQ % of sales	total CoNQ in % off sales	1.38%

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	Usermanual Recipe	CR	Nora Ji Nora Ji	
<u>Web – pre purchase</u>	FAQ Leaflet Recipe Tips & Tricks	CR	Nee Teng Cheung Nora Ji Nora Ji Nee Teng Cheung	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks Recipe updates (TBC)	CR	Nee Teng Cheung Nee Teng Cheung Nee Teng Cheung Nora Ji	
<u>Specify items for call center</u>	Product samples On-line call center training	CR-2weeks	Barry Tay	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-4weeks	Bobby Liu	

Any relevant specifics for execution – plse list below

Fast FeedBack:

Model	HD2060/01	HD2060/02	HD2070/01	HD2070/02	HD2075/03
Qty	30	30	20	20	10

Consumer Experience feedback loop – plse specify

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