

Consumer Care Book

Air Purifier

Mighty: AC 4005/00



Approved by:

Author: John Li
Date: Jun-05-2013
AKB: SHW-01-001-13001R02
Version: CR

CMM: Jonathan Yu

(Please place a signature)

Date: *Jonathan Yu*
Jun 14, 2013

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Product Introduction

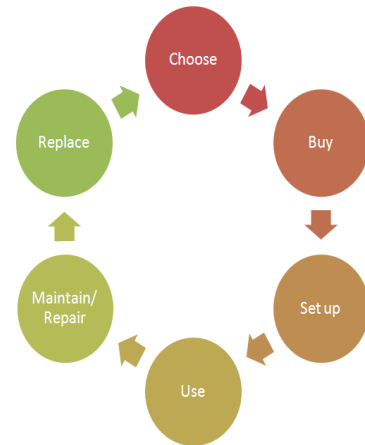
Mighty:

Basic model Pre filter, AC (Fabric)
HEPA filter (H-11 grade) w/frame. base on Coway's design
1 model: AC4005/00.
Launch countries: China

Consumer care focus

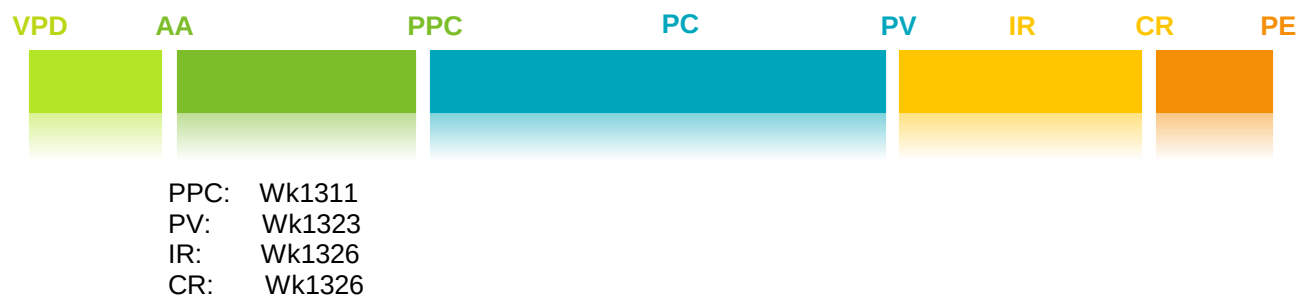
For this product we carry out the standard consumer care package +

- 1) Choose:
 - a) Clear functional description product
 - b) FAQs
- 2) Buy: FAQs
- 3) Setup: Quick start guide
- 4) Use:
 - a) Directions for use & Troubleshooting (DFU/QSG/FAQs)
 - b) Consumer Feedback loop. (Service center/Call center/Web)
- 5) Maintain/repair: service manual
- 6) Replace: Quick start guide



Sales introduction and IPD milestone planning

Model	Region	Month of introduction	Sales Volume
AC4005/00	China	Jul-2013	208 k



Warranty and service policy

- 2 Years warranty
- Carry in, repair by component swap.

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
AC4130 AC+HEPA filter	Yes	Yes

Consumer touch points for consumer care

China	• In-box • Web (.com / .care) • Call Center • Service Centers
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Fast Feedback Program

N/A

CoNQ prediction & cost driver assumption

CoNQ as % of sales: 0.32%

FCR: 2.0%

CPI: 16.10 EU

Call center cost as % of sales: 0.16%

Consumer care package

Item	Detail	Applicability	Availability timing	Owner	Cost (T.I.C) / Marcom budget
	In-box				
	User Manual	Y	PV (text) CR (final)	PRC/CMM	
	Quick Start Guide	Y	CR	PRC/CMM	
	Warranty card	Y	CR	CMM	
	Web				
	Leaflet and Photo's	Y	CR	CMM	
	Technical info on leaflet (size, dimensions, weight etc.)	Y	CR	CMM	
	Accessory information linked to CTN's / online	Y	CR	CMM	
	Pre-purchase FAQ's	Y	CR	CC	
	Post-purchase FAQ's	Y	CR	CC	
	Call Center				
	Training package - technical and soft skills	Y	CR	CC	\
	Training execution (on site)	N	\	\	\
	Commercial Product samples	N	\	\	\
	Call center Feedback	N	\	\	\
	Service Centers				
	Service Manual	Y	CR	CC	
	Service Bill of Material, incl. spare parts Purchasing Master data	Y	CR	CC	
	Training package diagnostics & repair	Y	CR	CC	