

## Consumer Care Book Air Purifier

Jaguar

AC4372/00  
AC4374/00



Approved by:

CMM: Iris Bao

(Please place a signature)

Date: *Sep-18' 2013*

Author: John Li  
Date: Sep-09-2013  
AKB: SHW-01-001-12002R02  
Version: CR

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## Product Introduction

VPH

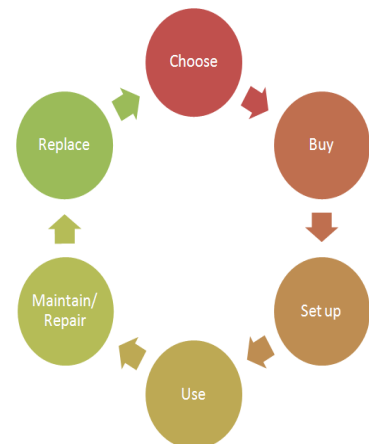
**PHILIPS** **FOR INTERNAL USE ONLY**  
**Milestone Report: VPD/AA/PPC**  
*Project: Jaguar*

<b>1. Target</b> <ul style="list-style-type: none"> <li>Families with children</li> <li>Communication focused on: female 25-45 yrs aged</li> <li>Take good care of family's health</li> <li>Income mid to high</li> <li>Living in urban area</li> </ul>	<b>2. End-user Insight</b> <p>I want to take good care of my family's health and know that the condition of the air also plays an important role. I do take actions to take care of the air quality at home, like ventilating the house, but this is not always possible or enough to avoid the air being stuffy, dry or polluted. This can cause my child to get skin rash, have a sore throat, make his/her eyes or nose feel uncomfortable.</p> <p>I've heard that there are air treatment solutions, but I'm not convinced that these really would help to create a healthy home environment.</p> <p>I wish there was a solution that I could rely on to provide healthy indoor air, supporting a healthy lifestyle for my family.</p>	<b>3. Competitive Environment</b> <p>1) Leading (regional) air purification /humidification brands addressing the need for healthy indoor air related to families health like:</p> <ul style="list-style-type: none"> <li>-Yadu: specialist in removing formaldehyde giving safe air quality to mother and child</li> <li>-Panasonic, advanced tech, towards family and kid, strike proactively against bacteria make your kids and family live healthily</li> <li>- Sharp: helps you to keep the indoor environment clean with a minimum effort all year round, for fresh breathable air at home</li> </ul> <p>2) Large Air conditioning players like: Daikin, LG, Samsung</p> <ul style="list-style-type: none"> <li>- Strong brands, they start cross over into filtration from AC base</li> <li>-Have high R&amp;D and A&amp;P budgets due to large Airco market</li> </ul>				
<b>4. End- user benefit</b> <p>Philips brings you air treatment solution which guarantee healthy indoor air in your home, so you feel confident that you are supporting a healthy lifestyle for your family.</p>	<b>5. Reasons to Believe</b> <ul style="list-style-type: none"> <li>-effectively cleans the air by removing dust, odors, germs, and harmful gases using an advanced filtering system</li> <li>-always ensures you of healthy air by using HealthyAirProtect lock function that will automatically shut off the appliance when it could not provide healthy air</li> <li>- gives clear feedback on your indoor air quality level by exact measurement</li> </ul>	<b>6. Discriminator</b> <p>Only Philips guarantees healthy indoor air, supporting a healthy lifestyle for your family</p>				
<b>Brand positioning : Describe how you (will) know for sure above proposition make consumers/customers consider this ...</b>						
<b>designed around you:</b> Insight validated with target audiences in China (N=450)	<b>advanced:</b> Product to be validated in HPT <ul style="list-style-type: none"> <li>- Smart Air control measures and controls air quality</li> <li>- Advanced and innovative filtering system cleans the air thoroughly, guaranteeing healthy air at home</li> <li>- HealthyAirProtect lock function that will automatically shut off the appliance when it could not provide healthy air</li> </ul>	<b>easy to experience:</b> Product to be validated in HPT <ul style="list-style-type: none"> <li>- Air quality sensor turns purifier on/off in auto mode, assuring hassle free operation</li> <li>- Light indicator automatically switches to night (silent) mode when environment is dark</li> <li>- Smart indicators gives clear feedback on indoor air quality</li> <li>- Filter alert function warns you when to replace filter</li> <li>- Child Lock function prevent unexpected operation</li> </ul>				
<table border="1"> <tr> <th>Name owner document</th> <th>Name approver doc.</th> </tr> <tr> <td>CMM</td> <td></td> </tr> </table>	Name owner document	Name approver doc.	CMM		Consumer Lifestyle, Version 2.0 - 16 Jan. 2013	
Name owner document	Name approver doc.					
CMM						

## Consumer care focus

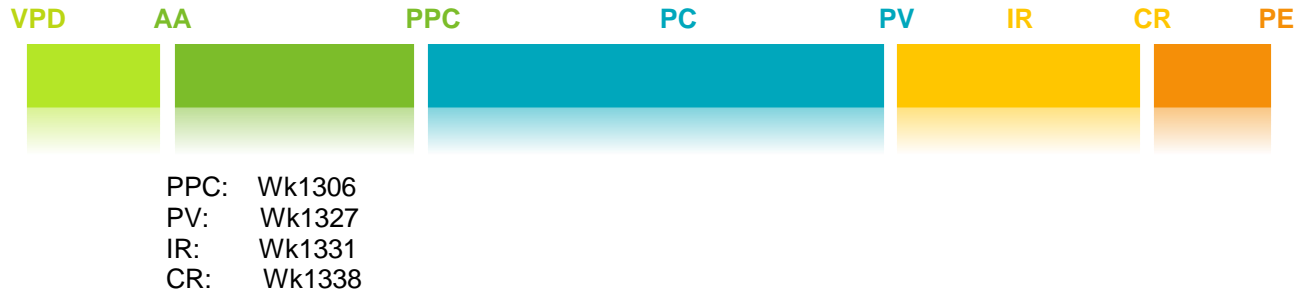
For this product we carry out the standard consumer care package +

- 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. (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 ( k )
AC4372	China	Oct-2013	72
AC4374			72



## Warranty and service policy

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

## Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
Multi-care filter AC4151/00	Yes	Yes
Activated Carbon (AC) filter AC4153/00	Yes	Yes
HEPA filter AC4154/00	Yes	Yes
Integrated Multi-care filter AC4138/00	Yes	Yes

## Consumer touch points for consumer care

China	<ul style="list-style-type: none"> <li>• In-box</li> <li>• Web (.com / .care)</li> <li>• Call Center</li> <li>• Service Centers</li> </ul>
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## Fast Feedback Program

N/A

## CoNQ prediction & cost driver assumption

CoNQ as % of sales: **0.26%**

FCR: **1.9%** worse case @CREX

FCR target: **2.0%**

CPI: **23.11** EUR

Call center cost as % of sales: **0.09%**

## Consumer care package

Item	Detail	Applicability	Availability timing	Owner	Cost (T.I.C) / Marcom budget
<b>In-box</b>					
	User Manual	Y	CR	PRC/CMM	
	Quick Start Guide	Y	IR	PRC/CMM	
	Warranty card	Y	IR	CMM	
<b>Web</b>					
	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	
<b>Call Center</b>					
	Training package - technical and soft skills	Y	IR	CC	\
	Training execution (on site)	Y	CR	CC	\
	Commercial Product samples	Y	IR	CC	\
	Call center Feedback	Y	CR	CC	\
<b>Service Centers</b>					
	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	