

Consumer Care Book Sunshine Kettle – HD9320, HD9321

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Product picture:



Product introduction

This is the product introduction of Sunshine:



	Version 1	Version 2	Version 3	Version 4
Going price	35€	40€	40€ 2000R	45€ 2400R
Volume (L)	1.7L	1.7L	1.7L	1.7L
Lead market	WEU, Russia, Korea, APMEA	WEU, Russia, Korea, APMEA	Russia, UK	Russia, UK
Wattage	2200W	2200W	2200W	2200W
Lid Type	Full plastic	Full plastic	Plastic/Metal	Plastic/Metal
Lid opening	Manual	Manual	Spring	Spring
Water level indicator	At back, starting at 0.7L	At back, starting at 0.7L	At back, starting at 0.7L	At back, starting at 0.7L
Pilot light	Yes	Yes	Yes	Yes
Illumination inside	No	No	No	No
Bell	No	No	No	No
360 Base	Yes	Yes	Yes	Yes
Concealed Element	Yes	Yes	Yes	Yes
Filter	Yes	Yes	Yes	Yes
Location of switch	Bottom	Bottom	Bottom	Bottom
Material	Brushed metal (Same as toaster 2586)	Brushed metal (Same as toaster 2586)	Brushed metal (Same as toaster 2586)	Brushed metal (Same as toaster 2586)
Colour	No	Yes, different colours	No	Yes, different colours

Portfolio build up

High-end, Avance Collection

- HD9342 € 70-tbc
- HD9380 € 80
- HD9384 € 90
- HD9385 € 100
- HD9386 € 120-tbc
- HD7310/60 € 230
- HD7311 € 200

Mid-end, Viva Collection

- HD4664 € 60
- HD4654 € 50
- HD4656 (UK) € 50
- HD4670 € 60
- HD4671 (UK) € 60
- TCK840 € 60
- HD4667 € 60
- HD4668 (UK) € 60
- HD4665 € 60
- HD4666 € 60
- HD9340 € 60-tbc
- HD4631 € 65
- HD4632 € 65
- Sunshine 4 € 45
- HD4677(1.7L) € 45
- HD4681 € 45
- HD4678 € 45
- HD4622 € 50

Low-end/Daily Collection

- HD9300 30€
- HD4646 € 30
- HD4608 (1L) € 30
- HD4609 (UK) € 30
- HD4649/HD4644 (UK) € 35
- HD4676 (1L) € 35
- Sunshine 1 € 35
- Sunshine 2 € 40
- Sunshine 3 € 40
- HD4618 € 40
- HD4619 (UK) € 40

Consumer Care Focus

1. Pre-purchase
 - a. Content to deliver for web content included: product leaflet, DFU, general FAQs, SBOM and Service Manual, these will be ready at CR

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
HD9320	Benelux, DACH, France, Nordics, Iberia, Turkey, Russia, Poland, Korea	36k	€34.99
HD9320/23 (South Africa)	South Africa	6k	
HD9320 – UK	UK & Ireland	20k	€34.99
HD9321	DACH, Russia, Poland	20k	€39.99
HD9321 - colour	Russia	2k	€44.99
HD9321 – UK	UK & Ireland	15k	€39.99
HD9322/20 (with temp control)	Russia	25k	

IPD milestones

PPC wk1321
 IR wk1326
 CR wk1331

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- West Europe: exchange

Accessories, consumer replaceable parts

Accessories will be made available:

- 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:

HD9320	= (2%*19.37/18.89)+0.3%= 2.35%
HD9320/23 (South Africa)	= (2%*19.76/22.87)+0.3%= 2.03%
HD9320 – UK	= (2%*19.95/14.21)+0.3%= 3.11%
HD9321	= (2%*19.95/24.46)+0.3%= 1.93%
HD9321 - colour	= (2%*21.58/21.52)+0.3%= 2.31%
HD9321 – UK	= (2%*20.53/16.58)+0.3%= 2.78%
HD9322/20 (with temp control)	= (2%*28.66/41.18)+0.3%= 1.69%

FCR:
2%

Triple Net Price (average):

HD9320	= €18.89
HD9320/23 (South Africa)	= € 22.87
HD9320 – UK	= €14.21
HD9321	= € 24.46
HD9321 - colour	= € 21.52
HD9321 – UK	= €16.58
HD9322/20 (with temp control)	= €41.18

Call center cost as % of sales (Amount of calls/ total sales):

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	Susan Zhao Vanessa Stuetzle	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Vicki Wan Vanessa Stuetzle	
<u>Web – post purchase</u>	User manual FAQ Tips & Tricks	CR	Susan Zhao Vicki Wan	
<u>Specify Items for Service Center</u>	Service manual and Service BOM	CR-2weeks	Dannel Guo	

Consumer Experience feedback loop – plse specify

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