

# Consumer Care Book

## Air Purifier Puma DI CR



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approval  
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**Version History**

The current document version is described below:

<b>Version</b>	<b>Date of Changes</b>	<b>Change Summary</b>
01	2017/4/17	Initial version (draft version)
02	2017/7/06	CR version

## 1 1. Product introduction, planning

### 1.1 Product introduction

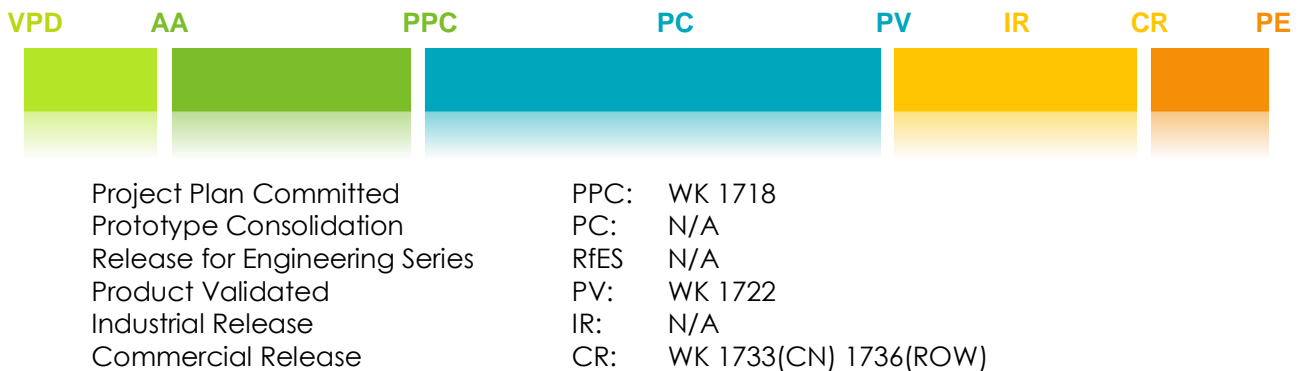
Puma DI is to strengthen air portfolio by upgrading hero models with connectivity function, we will launch Puma DI globally to China (Ali) and RoW (India, ASEAN, DACH).

### 1.2 Product VPW



20170406 Puma  
DI - VPW updated

### 1.3 IPD Milestones



### 1.4 Introduction Regions/countries, Quantities

	2017	2018	2019	2020	2021	Total
<b>CHINA(TMALL)</b>	6K	12K	15K	12K	6K	<b>51 K</b>
<b>WE</b>	1.5 K	5.6 K	4.8 K	7 K	6.5 K	28.4 K
<b>India</b>	0.6K	1.7 K	2.5 K	1.7 K	4 K	6.5 K
<b>ASEAN</b>	0.5 K	0.6 K	0.8 K	0.9 K	0.8 K	3.5 K
<b>HK</b>	0.3 K	1.5 K	1.6 K	1.3 K	1.0 K	5.7 K
<b>TW</b>	0.3 K	1.0 K	1.5 K	1.3 K	1.0 K	5.1 K
<b>UK</b>	0.2 K	0.6 K	0.6 K	0.4 K	0.4 K	2.2 K
<b>Total</b>	9 K	23 K	30 K	25 K	16 K	102 K

## 2 Consumer Care Experiences and Repair Process

### 2.1 Consumer experience



Standard consumer journey:

Consumer journey	Care added value / Focus	Action required	Owner
Choose	Clear functional description and Highlights on features	Leaflet, Pre-sales FAQs	CMM, CC
Buy	Clear info of retailers	Call center script	CO MM
Set up	Guideline for Installation	DFU, QSG	PRC, DFU team
Use	Instructions for each function and trouble shooting	DFU, QSG	PRC, DFU team
Maintain/repair	Instructions for maintenance and trouble shooting	DFU, FAQs, Warranty card	PRC, CC
Replace	Instructions for replacement	DFU, QSG	PRC, DFU team

### 2.2 Service solution

Region	Warranty (year)	CC Experience Repair & Exchange	Repair Process
China & ASEAN	2	Repair/ carry in	Module swap /scrap
Europe(UK)	2	Repair/ carry in	Module swap /scrap
India	2	Repair/ carry in	Module swap /scrap

## 3 Consumer Care Package planning

Consumer touch point	Material	Milestone Readiness	Applicable y/n	Responsible	Accountable	What is the focus area for this user communication along the Consumer Decision Journey			
						Active Evaluation	Purchase	Post Purchase	Loyalty
Front end touch points									
In-box / on box									
	User Manual	IR	Y	PRC	CMM		x	x	

	Quick Start Guide	IR	Y(CN only)	PRC	CMM		x		
	Registration card	IR	N	CRM	CMM			x	x
	World Wide Warranty Card	IR	Y	DFU	CMM			x	
	Product Leaflet	IR	Y	DFU	CMM		x		
<b>Web</b>									
	Product Photo's	CR	Y	CM M	CMM	x	x	x	
	Warranty Policy Statement	CR	N	DFU	CMM			x	
	FAQ's	CR	Y	PRC / KE	CMM	x	x	x	
	Leaflet	CR	Y	CM M	CMM	x	x	x	
	Tips and Tricks	CR	N	PRC / KE	CMM	x	x	x	
	User Manual	CR	Y	DFU	CMM	x	x	x	
	CRPs online	CR	N	CCP	CEM		x	x	
	Instruction videos (tutorials)	CR	N	Mar com	CMM	x	x	x	
<b>Call Center / Social Media</b>									
	Call center Scripts and Tips	CR	Y	PRC / KE CEM	CEM/ KE	x	x	x	x
	Training package – softskills / product details/education elements	CR	Y	PRC / KE	KE / CMM	x	x	x	x
	Training execution	CR	Y	PRC / KE	KE	x	x	x	x
	2 Pager with high level details	CR	N	CEM	CEM	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	CR	Y	CM M	CMM	x	x	x	x
<b>Back end touch points</b>									
<b>Repair &amp; Exchange</b>									
	Service Manual	CR	Y	CCP	CCP			x	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR	Y	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR	Y	CCP	CCP			x	
	Training package diagnostics & repair	CR	Y	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	Y	CCP	CCP			x	

### 3.1 Spare parts (CRP, Critical, commercial and online shop)

#### Spare part / Replacement parts Specifics

Refer to the part list in Service Manual

## CRP / Accessories

Part Name	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
TBD	TBD	TBD	TBD	TBD	TBD

## 4 Launch preparation & Execution

### 4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
NA	TBD	1/1	CO MM/CO CC

### 4.2 Fast Feedback Program

## 5 Consumer Care cost prediction

### 5.1 Predicted Field Call Rate (FCR)

*Best case @CREX: 2.0%*

*Worst case @CREX: 2.0%*

*FCR target: 2.3*

### 5.2 Contact Center costs

Region	Contact center cost % VS sales	Remark
China	0.19%	According to China 2016 data for Air

\*including the DI connection supports.

### 5.3 Cost per Incident (CPI)

Refer to the CPI

**15.94 EUR (CN)**

## 5.4 Expected Cash-Out cost

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	Expected Cash Out% VS Sales
	Best case (FCR: 2.0%)
China	0.2%

## 5.5 Total produc sample plan

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Activity	Samples qty.	Owner
Call center training	1(DACH), 1(India), 1(China), 1(UK)	CO CC
Pre-launch testing	NA	CO CC
Fast feedback	NA	CO CC

## 6 Technical Product Description

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Refers to TPS and Service manual