

Consumer Care Book Air Purifier

Digital Jaguar



Approved by:

CMM: Aarnt. Mensonides

(Please place a signature)

Date:

Author: Chris Wong
Date: 22-Aug-2014
AKB: SHW-01-001-14001R01
Version: CR

Product Introduction

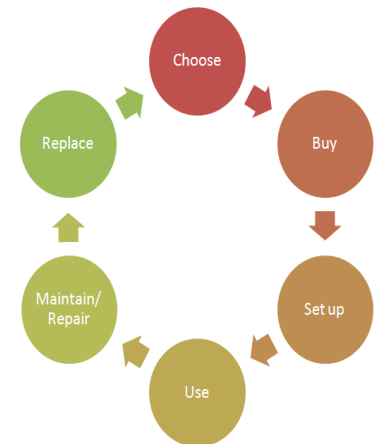
The Proposition Phase (*claims & reasons to believe*)

Discriminator	Reasons to Believe	Claims & Sub-Claims
What is the one thing about this proposition that is unique and likely to make this product better than existing and up-and-coming alternatives? Philips connected air purifier provides healthy air that you can track and control via your smartphone	How does it do this? How do they support the discriminator and benefit? • High quality wireless air purifier • Smartphone app shows real-time air quality index in your home and your city • Manages indoor air quality based on personalized daily routines and usage history • Receive air quality alerts on smartphone and personalized health tips to improve air quality for family • Control the air purifier via your smartphone to ensure you always breathe healthier air • Smartphone alerts to replace filters and order via app	What possible claims might we want to make for the proposition? What are the sub-claims that we might make to support the RtBs? (may vary from country to country). The first air purifier providing healthy air that you can track and control via your smartphone.
The Core Idea		
Describe the core idea and why this person should buy it - in one or two sentences. Make a clear statement of how this proposition will deliver consumer relevant superiority.		
For young parents, who are worried about air pollution, the Philips Connected Air Purifier provides healthy air that you can track and control via your smartphone. The free app provides detailed overview of the air quality in your home and outdoors, lets you control the air purifier from wherever you are and you'll be alerted when filters need to be cleaned or replaced which can be purchased directly from your smartphone.		
Our brand: how this proposition will deliver on our brand values?		
Caring	Innovative	Impactful
...focuses on what matters to people ...listens and discovers people's needs	...drives new and improved experiences ... delivers innovation to improve people's lives	...defines how it makes a meaningful difference in people's lives and defines how to deliver value

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)
AC4373	China	Sept-2014	115
AC4375	China	Sept-2014	102



PPC: Wk1411
 PV: Wk1420
 IR: Wk1420
 CR: Wk1436

Warranty and service policy

For hardware:

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

For software (App):

- Online update

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
AC4154 HEPA filter	Yes	Yes
AC4153 Activated carbon filter	Yes	Yes
AC4151 Multi-care filter	Yes	Yes

Consumer touch points for consumer care

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

Fast Feedback Program

- 1st 100 program

CoNQ prediction & cost driver assumption

CoNQ as % of sales: **0.23%**

FCR: **2.9%** worse case @CREX

CPI: **21.88** EUR

Call center cost as % of sales: **0.08%**

Consumer care package

Item	Detail	Applicability	Availability timing	Owner	Cost (T.I.C) / Marcom budget
	In-box				
	User Manual	Y	PV (text) IR (final)	PRC/CMM	
	Quick Start Guide	Y	IR	PRC/CMM	
	Warranty card	Y	IR	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	IR	CC	\
	Training execution (on site)	Y	CR	CC	\
	Commercial Product samples	Y	IR	CC	\
	Call center Feedback	Y	CR	CC	\
	Service Centers				
	Service Manual	Y	CR - 2WK	CC	
	Service Bill of Material, incl. spare parts Purchasing Master data	Y	CR - 2WK	CC	
	Training package diagnostics & repair	Y	CR	CC	