


Consumer Care Book

Project name : Cesar
Project description : Noodle Maker



HR2358/05

Author: Karen Liu
Date: Jul-28-2015
AKB: SHW-01-001- 15022R01
Version: Final

BG CMM: Serena Wen
Signature: 
Date: *Sep 1st, 2015*

Version History

The current document version is described below:

Version	Date of Changes	Change Summary
0.1	2015-07-28	Initial version

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1 1. Product introduction, planning

1.1 Product introduction

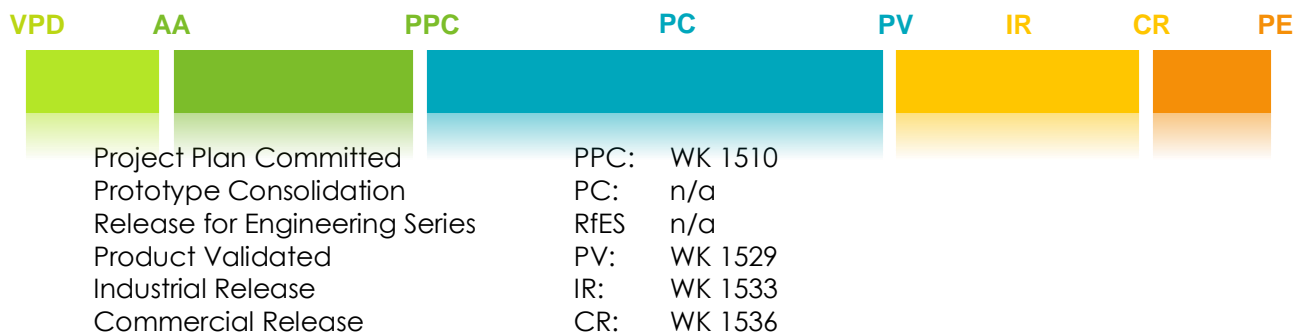
Project Cesar is new generation of pasta maker based on the existing plat form of Project Viper in Northern America. To add build-in scale to achieve automatically scale flour and indicate required amount of liquid. It makes you to have fresh-home made pasta in less time, and without compromising on the quality of pasta.

1.2 Product VPH



Cesar VPW. pdf

1.3 IPD Milestones



1.4 Introduction Regions/countries, Quantities, Price

Type number	Region	First shipment	Total Planned quantity (4 years)	RRP
HR2358/05	NA	Sep-2015	68 k	349.99 USD

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, 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
NA	1	Exchange	No repair

3 Consumer Care Package planning

3.1 Consumer Care Package – Touch point communication

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	PRC	CMM		x		
	Registration card	IR	y	CRM	CMM			x	x
	World Wide Warranty Card	IR	y	DFU	CMM			x	
	Product Leaflet	IR	y	DFU	CMM		x		
Web									
	Product Photo's	CR	y	CM M	CMM	x	x	x	
	Warranty Policy Statement	CR	y	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	y	PRC / KE	CMM	x	x	x	
	User Manual	CR	Y	DFU	CMM	x	x	x	
	CRPs online	CR+4wks	y	CCP	CEM		x	x	
	Instruction videos (tutorials)	CR	y	Mar com	CMM	x	x	x	
Call Center / Social Media									
	Call center Scripts and Tips	CR	Y	PRC / KE CEM	CEM/ KE	x	x	x	x
	Training package – softskills / product details/education elements	IR	Y	PRC / KE	KE / CMM	x	x	x	x
	Training execution	CR	y	PRC / KE	KE	x	x	x	x
	Medical training requirements	IR	Y	Glob al Care	BG CC mr	x	x	x	x
	Activate product as medical in PFS	CR	Y	CM M	BG CC Mgr	x	x	x	x
	Commercial Product samples Call center training, open box test, pre-sales testing.	IR	y	CM M	CMM	x	x	x	x
Back end touch points									
Repair & Exchange									
	Service Manual	CR	y	CCP	CCP			x	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR-2wks	y	CCP	CCP			x	
	Consumer Replaceable Parts (CRP)	CR-2wks	y	CCP	CCP			x	
	Training package diagnostics & repair	CR	y	CCP	CCP			x	
	Diagnostics- and Service Tools	CR	y	CCP	CCP			x	

3.2 Spare parts (CRP, Critical, commercial and online shop)

Spare parts list refer to service manual in FYP.

CRPs/ Accessories

Part's description	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts
Water cup	Y	Y	N	N
Flour cup	Y	Y	N	N
Shaping discs	Y	Y	N	N
Blending bar assy	Y	Y	N	N
Flat cleaning tool	Y	Y	N	N
Cleaning tools	Y	Y	N	N
Chamber lid	Y	Y	N	N
Mixing Chamber	Y	Y	N	N

3.3 FAQ (Frequently Asked Questions)

FAQs refer to FYP.

4 Launch preparation & Execution

4.1 Field feedback collection

Feedback Channels	Remarks	regions	Quantity
Returned devices	Via LOCAL CC	NA	20

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

FCR target: 5%

Best Case@ CREX: 4.6%

Worst Case@ CREX: 4.7%

5.2 Contact Center costs, per contacts

Region	Call centre cost %age vs Sales
NA	0.2%

5.3 Cost per Incident (CPI)

Region	CPI exchange
NA	99.11€

* due to only exchange in NA, CPI is as CPI exchange.

5.4 Expected Cash-Out cost

Region	Cash Out %age vs Sales	
	Best Case@ CREX: 4.6%	Worst Case@ CREX: 4.7%
NA	3.3%	3.3%

5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training	3	CO CC

6 Technical Product Description

6.1 Mechanical- Service Manual

Refer to TPS & service manual.