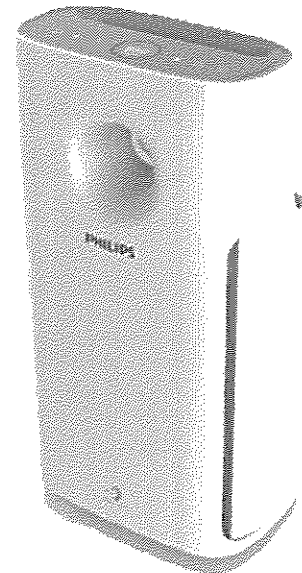
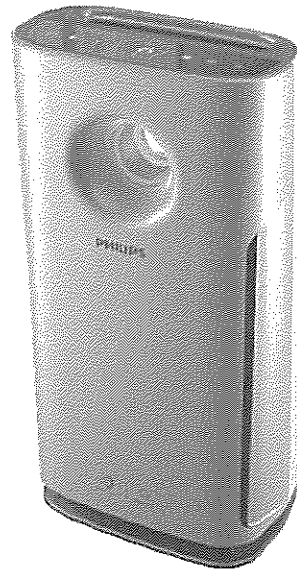
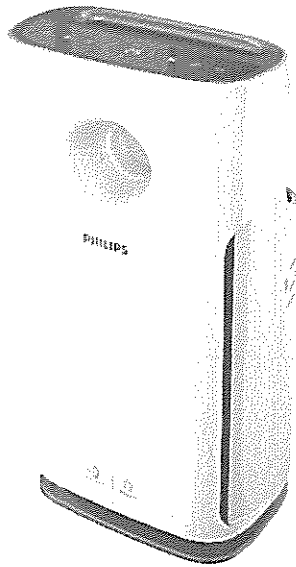


Consumer Care Book

Air Purifier PUMA CR



Deliverable Owner:
Status:
Save-date:

Chris Wong
Approved
2015/11/04

BG CMM: Beryl Pan

Signature:

A handwritten signature in black ink, appearing to be 'Beryl Pan', written over a dotted rectangular box.

Date: 04-Nov-2015

Consumer Care Book

Air Purifier PUMA CR



Deliverable Owner:
Status:
Save-date:

Chris Wong
Approved
2015/11/04

BG CMM: Beryl Pan

Signature:

Date: 04-Nov-2015

Version History

The current document version is described below:

Version	Date of Changes	Change Summary
01	2015/05/22	Initial version
02	2015/11/04	CR version

1 1. Product introduction, planning

1.1 Product introduction

Puma will be the replacer of Octopus, offering superior all round performance at a (global) competitive FCP, resulting in a high margin Q3 price segment proposition with perfect fit in the Urban Living range. Perceived design appeal to be higher or on par with Jaguar.

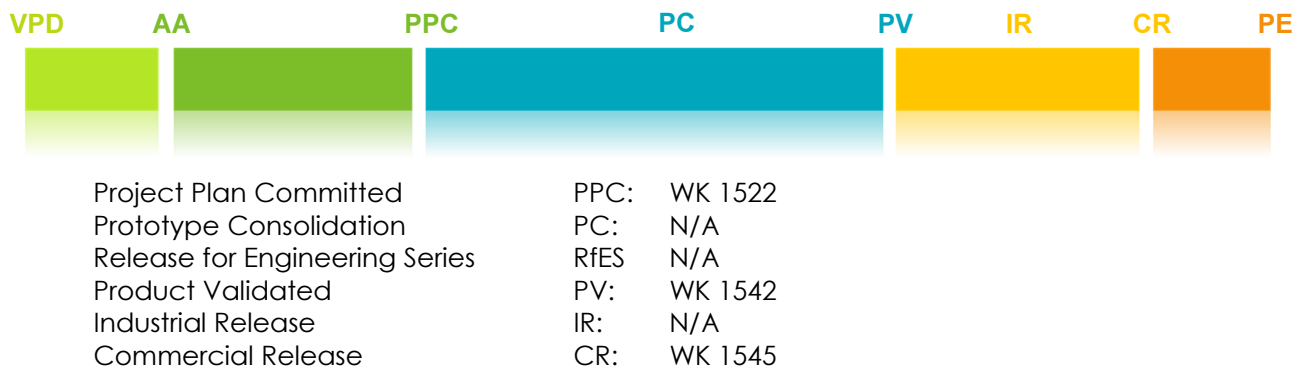
1.2 Product VPW

Refer to PUMA VPW



Puma- China VPW
final V2. pptx

1.3 IPD Milestones



1.4 Introduction Regions/countries, Quantities

CHINA	2015	2016	2017	2018	2019	Total
AC3252	3.6K	56K	64K	68.8K	68.8K	261.2K
AC3254	2K	28K	36K	40.8K	40.8K	147.6K
AC3256	0.72K	6.4K	10.4K	12.8K	12.8K	43.12K
Total	6.32K	90.4K	110.4K	122.4K	122.4K	452K

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	2	Repair/ carry in	Module swap /scrap

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	N	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	*	
	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	
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	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
Back end touch points									
Repair & Exchange									
	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	N	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)

Sparepart / 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?
NanoProtect Pro S3 (FY3137)	Yes	Yes	Yes	No	Yes

4 Launch preparation & Execution

4.1 Pre-Launch testing

Test - Country	Timing	Sample Volume	Owner
China	Sep-2015	AC3254 x 1	CO MM/CO CC

4.2 Fast Feedback Program

Feedback Channels	Remarks	regions	Quantity	Accountable
Service Centres	AC3252	China	30	CO CC
Service Centres	AC3254	China	15	CO CC
Service Centres	AC3256	China	15	CO CC

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	0.25%	According to China 2014 data for Air

5.3 Cost per Incident (CPI)

Region	CPI repair €	CPI NSE €	Exchange vs repair rate	CPI Mix €
China	15.94	127.22	5%	21.5

5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales (FCR: 2.0%)
China	0.20%

5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training	AC3252 x 1	CO CC
Call center training	AC3256 x 1	CO CC
Pre launch testing	AC3254 x 1	CO CC
Fast feedback	AC3252 x 30	CO CC
Fast feedback	AC3254 x 15	CO CC
Fast feedback	AC3256 x 15	CO CC

6 Technical Product Description

Refers to TPS and Service manual