

PHILIPS

Consumer lifestyle

Consumer Care Book Air Purifier Rose AC4025/00 AC4026/00

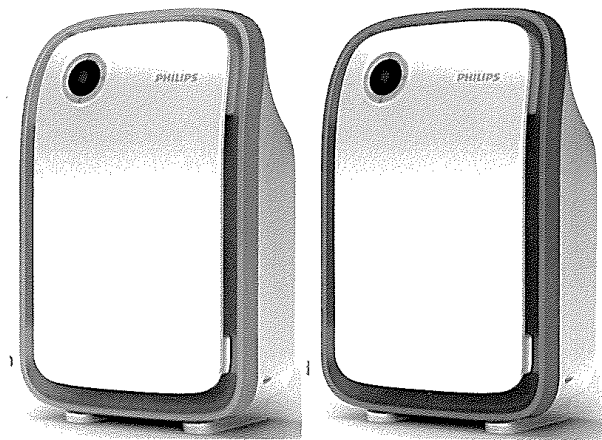
Approved by:

Author: John Li
Date: Dec-07-2011
AKB: CCB-WA-000
Version: CR

CMM: Amy Ho

(Please place a signature)

Date: 12/12/11



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General Introduction

- Rose is basic range air purifier consists of two types, AC4025 bedroom air purifier and AC4026 New home air purifier. Both are targeted to provide an affordable solution to a broader consumers base who want to improve indoor air quality for healthy lifestyle.
- The bedroom air purifier AC4025 is designed to improve air quality in filtering off dust, bacteria and allergens whereas the New home air purifier AC4026 is designed to filter off formaldehyde and other harmful gases.
- Both types are being communicated under healthy air always umbrella. Product comes with Health air protect alert which warn consumers to replace filter when it becomes full.

Product introduction

Rose Bedroom AC4025/00

Breathe healthy air with the Philips air purifier. Its advanced filtration system filters out bacteria, allergens and harmful agents. The Healthy air protect alert assures you of healthy air always.

Healthy Air

- With advanced filtration system
- Sleep mode cleans silently with dimmed indicators

Always

- Healthy air protect alert warns you when to replace filter

Simplicity

- 3-step fan speed lets you adjust air flow to your liking
- 1/4/8 hours easy-to-set timer

Rose New Home AC4026/00

Enjoy a healthy new home with the Philips new home air purifier. Its extra-capacity formaldehyde removal filter cleans air of formaldehyde and harmful gases in no time. The Healthy air protect alert assures you of healthy air always.

Healthy Air

- With extra-capacity formaldehyde removal filter
- Smart sensor gives accurate feedback on indoor air quality
- Turbo mode cleans air instantly at the highest speed.

Always

- Healthy air protect alert warns you when to replace filter

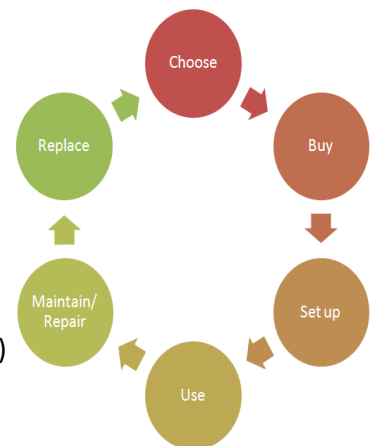
Simplicity

- 3-step light indicators clearly show air quality level
- 3-step fan speed lets you adjust air flow to your liking
- 1/4/8 hours easy-to-set timer

Consumer care focus

For this product we carry out the standard consumer care package.

- 1) Choose:
 - a) Clear functional description product on leaflet
 - b) Pre-purchase FAQs
- 2) Buy: Same as above
- 3) Setup/Assembly: Direction of first use (DFU/ QSG)
- 4) Use:
 - a) Simple & Clear direction for setting & maintain. (DFU/QSG/FAQs)
 - b) Consumer Feedback loop. (Call center/Web)
- 5) Maintain/repair: Service touch points (Service center / Call center)
- 6) Replace: Consumer replaceable parts, how to replace. (DFU/QSG/FAQs)



CRM strategy:

- On line register the products <http://www.philips.com/welcome>.
- Get feedback by surveys
- Provide product support (FAQs, downloads, etc.)
- Benefits to consumer: new product info, extended warranty / chances to win prizes, etc.

Sales introduction and IPD milestone planning

Region	Month of introduction	First shipment	Total Planned quantity (1 year)
China main land	Nov-2011	4204	47810
Hong Kong	Nov-2011	300	4000



	PB+VP D	AA	PPC	PV	IR	CR	LD	PE
VPD								
AA			Wk 19					
PPC			Wk 23	Wk 28				
PV					Wk 37			
IR						Wk 38		
CR							Wk 45	
LD								Wk 52
PE								

Warranty and service policy

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

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
Activated Carbon filter (AC4103)	Y	Y
HEPA filter (AC4104)	Y	Y
Pre-filter	Y	N
New Home filter	Y	N
New Home filter + Pre-filter (AC4127)	Y	Y

Consumer touch points for consumer care

Mainland China and HK	• In-box • Web • Call Center • Service Centers
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CoNQ prediction & cost driver assumption

CoNQ as % of sales: 0.28%

FCR: 0.98%

CPI: CN: € 18.36; HK: € 47.26

Call center cost as % of sales: 0.02%

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	
	Consumer Care Leaflet	N	CR	CMM	
Call Center					
	Training package - technical and soft skills	Y	IR	CC	\
	Training execution (onsite)	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	

Consumer experience feedback loop

Consumer feedback program

Touch points: Call center/Web forums

Follow up: Upstream & downstream consumer care