

## Consumer Care book

Milestone: CR

Project: IPD Daily Toaster  
Project ID: 57382  
Business Group: 9042 Domestic Appliances  
Category: 0341 Philips brand Kitchen Appliances  
Innovation Site: IS Hong Kong  
Project Manager: Samson Moy  
Deliverable Owner: Chris Wong

Status: Approved  
Save-date: 2016/10/17

BG CMM (*sign-off*): Name  
CCBM: Name

*Optional:*

QPL  
SP  
PM  
SDE

Date: YEAR/MM/DD

*In case PPIM is used for document management, leave these fields blank as the responsible persons are defined in the tool.*

**Version History**

The current document version is described below:

<b>Version</b>	<b>Date of Changes</b>	<b>Change Summary</b>
0.1	2016-10-17	CR version

## 1. Product introduction, planning

### 1.1 Product introduction

# The new Daily Collection Toaster

*With bun warmer and 8 browning settings*

830W

RRP €24,99  
HD2581

Built-in  
Bun  
warmer

NEW!

8 browning  
settings

Upgraded!



Defrost/ Reheat/Cancel

Removable crumb tray

Extra auto shut off

Predecessor  
HD2595



### 1.2 Product VPW



Daily Toaster  
VPW.pdf

### 1.3 IPD Milestones



Project Plan Committed	PPC: WK 1620
Prototype Consolidation	PC: WK 1621
Release for Engineering Series	RfES N/A
Product Validated	PV: WK 1642
Industrial Release	IR: WK 1646
Commercial Release	CR: WK 1650

### 1.4 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	Total Planned quantity (year 1)	FCP (€)	net – net price (€)	Going Price (€)
HD2581	France	45K	5.66	11.07	24.99
HD2581	Benelux	12K	5.66	12.39	24.99
HD2581	Iberia	32K	5.66	12.29	24.99
HD2581	CEE	16K	5.66	12.19	24.99
HD2581	ASEAN & other	23K	5.66	12.98	22.50
HD2582	ASEAN & other	3K	5.84	14.49	25.00
HD2582	Korea	48K	6.31	14.45	29.98
HD2582	Greater China	25K	5.84	16.96	37.20
HD2582	Indian	6K	5.84	16.68	28.94
HD2583	Indian	6K	6.70	18.96	32.90
HD2853	Italy, Israel & Greece	6K	6.70	14.75	29.99

## 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	CC Experience Repair & Exchange	Repair Process
EURPOE	Replace	Scrap
APMEA	Replace	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
<b>Front end touch points</b>									
<b>In-box / on box</b>									
	User Manual	IR	Y	PRC	CMM		X	X	
	Quick Start Guide	IR	N	PRC	CMM		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	
	FAQ's	CR	Y	PRC / KE	CMM	X	X	X	
	Leaflet	CR	Y	CM M	CMM	X	X	X	
	User Manual	CR	Y	DFU	CMM	X	X	X	
	CRPs online	CR+4wk	N	CCP	CEM		X	X	
<b>Call Center / Social Media</b>									
	Training package – softskills / product details/education elements	IR	N	PRC / KE	KE / CMM	X	X	X	X
	Commercial Product samples Call center training, open box test, pre-sales testing.	IR	N	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-2wks	Y	CCP	CCP			X	
	Consumer Replaceable Parts (CRP)	CR-2wks	Y	CCP	CCP			X	

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

Spare / Replacement part / CRP	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
Lid	√	√	X	X	X

## 4 Launch preparation & Execution

### 4.1 Launch team for Key Launches

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre	IWS	DACH	30	Field Quality

## 5 Consumer Care cost prediction

### 5.1 Predicted Field Call Rate (FCR)

HD2581 / HD2582

Target: 1.3%

Best Estimate: 1.3%

Max failure rate: 2.6%

HD2583

Target: 1.3%

Best Estimate: 1.3%

Max failure rate: 2.7%

### 5.2 Contact Center costs, per contacts

Region	Contact center cost % VS sales	Remark
<b>APMEA</b>	0.02%	According to 2015 data of MAG L81
<b>Europe</b>	0.19%	According to 2015 data of MAG L81

### 5.3 Cost per Incident (CPI)

Type	CPI (€)
HD2581	16.35
HD2582	16.95
HD2583	17.50

## **5.4 Expected Cash-Out cost**

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	<b>Expected Cash Out% VS Sales (FCR target: 1.3%)</b>
HD2581	1.79%
HD2582	1.43%
HD2583	1.41%

## **5.5 Total product sample plan**

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<b>Activity</b>	<b>Samples qty</b>	<b>Owner</b>
Fast Feedback – Germany	30	CO CC

## **6 Technical Product Description**

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### **6.1 Mechanical- Service Manual**

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Refers to TPS and Service manual