

Consumer Care book

Milestone: CR

Project: IPD Pavlova Mixer
Project ID: 57538
Business Group: 9042 Domestic Appliances
Category: 0341 Philips brand Kitchen Appliances
Innovation Site: IS Hong Kong
Project Manager: Francis Wong
Deliverable Owner: Chris Wong

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

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:

Version	Date of Changes	Change Summary
0.1	2016-11-29	CR version

1. Product introduction, planning

1.1 Product introduction

Powerful & efficient mixing for fluffy cakes

Up to XX% faster with powerful 450W motor and conic shaped beaters (TBC)



450W

5 speeds

Intuitive beater insert system

RRP €29.99
€49.99

IGM 38.9%

Viva Collection hand-held & S&B Mixer

Stainless steel wire beaters

Stainless steel Dough hooks

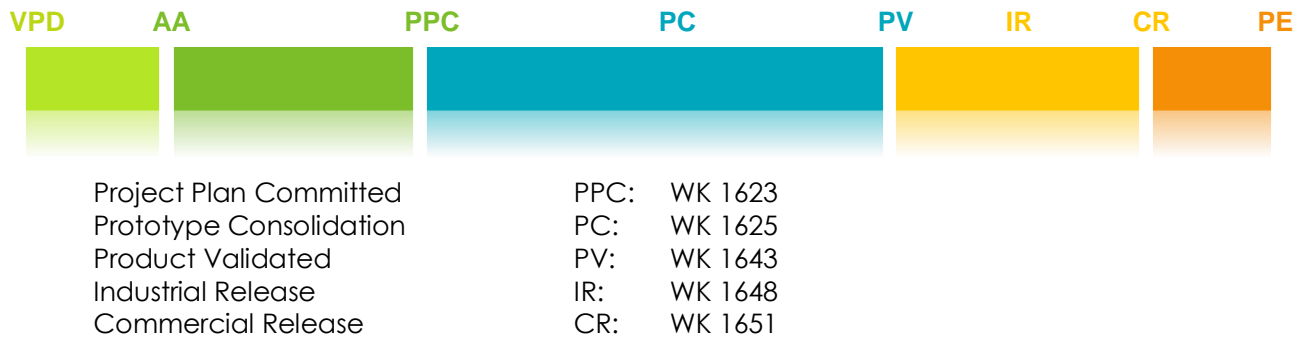
Easy beater eject button

1.2 Product VPW



Pavlova Mixer
VPW.pdf

1.3 IPD Milestones



1.4 Introduction Regions/countries, Quantities, Price

Type number	Region Stroke version	Total Planned quantity (year 1)	FCP (€)	net – net price (€)	Going price(€)
HR3740	CEE	12K	8.65	14.14	29.99
	Nordics	5K	8.65	13.92	29.99
	Iberia	11K	8.65	14.26	29.99
	Middle East & Turkey	5K	8.65	19.95	129.99 AED
	Russia	6K	8.65	14.74	29.99
	France	5K	8.65	14.54	29.99
	IIG	4K	8.65	14.26	29.99
	Africa	1K	8.65	14.50	29.99
HR3741	DACH	42K	8.65	14.62	34.99
	Benelux	11K	8.65	14.38	34.99
HR3745	Benelux	5K	12.21	23.96	49.99
	CEE	5K	12.21	23.57	49.99
	Nordics	5K	12.21	23.20	49.99
	Iberia	7K	12.21	23.77	49.99
	Middle East & Turkey	8K	12.21	30.69	229.99 AED
	Russia	6K	12.21	24.57	49.99
	IIG	8K	12.21	23.77	49.99
	Africa	3K	12.21	24.16	49.99

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
Front end touch points									
In-box / on box									
	User Manual	IR	Y	PRC	CMM		X	X	
	Quick Start Guide	IR	Y	PRC	CMM		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	
	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+4wks	Y	CCP	CEM		X	X	
Call Center / Social Media									
	Training package – softskills / product details/education elements	IR	Y	PRC / KE	KE / CMM	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	

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?
Bowl	√	√	X	X	√
Beaters	√	√	X	X	√
Dough hooks	√	√	X	X	√
Stand	√	√	X	X	√

4 Launch preparation & Execution

4.1 Field feedback collection

Feedback Channels	Remarks	regions	Quantity	Accountable
Repair Centre	IWS	Germany	15	Field Quality
Repair Centre	IWS	Russia	15	Field Quality
Repair Centre	IWS	Netherlands	15	Field Quality

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

HR3740

Target: 1.2%

Best Estimate: 1.2%

Max failure rate: 2.4%

HR3745

Target: 1.3%

Best Estimate: 1.3%

Max failure rate: 2.5%

5.2 Contact Center costs, per contacts

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

5.3 Cost per Incident (CPI)

Type	CPI (€)
HR3740	27.73
HR3745	35.17

5.4 Expected Cash-Out cost

Type	Expected Cash Out% VS Sales (FCR target: 1.20%)
HR3740	2.31%

Type	Expected Cash Out% VS Sales (FCR target: 1.30%)
HR3745	1.87%

5.5 Total product sample plan

Activity	Samples qty	Owner
IWS – Germany	15	CO CC
IWS – Netherlands	15	CO CC
IWS – Russia	15	CO CC

6. Technical Product Description

6.1 Mechanical- Service Manual

Refers to TPS and Service manual