

Consumer Care book

Milestone: CR

| | |
|--------------------|---------------------------------------|
| Project: | IPD LION |
| Project ID: | 55283 |
| Business Group: | 9042 Domestic Appliances |
| Category: | 0341 Philips brand Kitchen Appliances |
| Innovation Site: | IS Hong Kong |
| Project Manager: | Andes Lui |
| Deliverable Owner: | Chris Wong |

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

Optional:
QPL
SP
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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 | 2016-06-02 | PPC version |
| 0.2 | 2016-11-15 | CR version |
| | | |

1. Product introduction, planning

1.1 Product introduction

More healthy smoothies and homemade meals

Finer blending unlocks millions of nutrients from your fruits and vegetables

Have it all

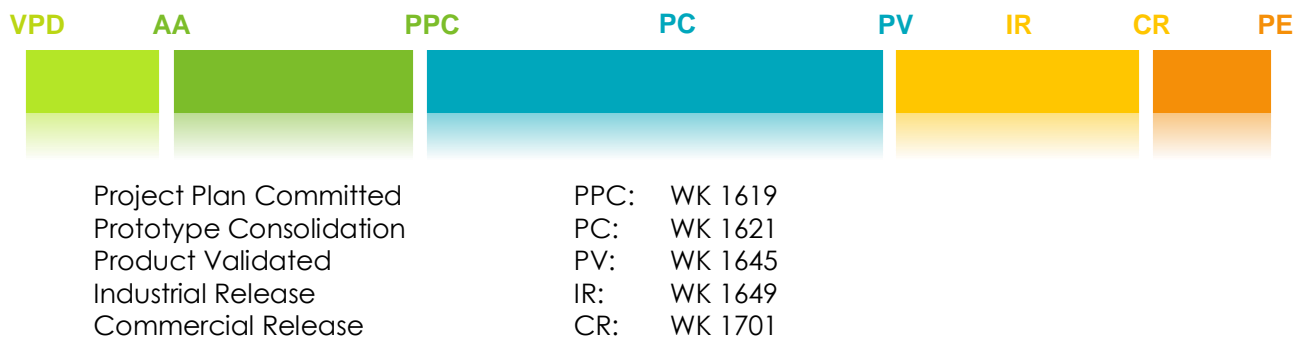
Finer blending and multi-functionality to make more healthy smoothies and homemade food

1.2 Product VPW



Lion VPW.pptx

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(€) |
|-------------|-----------------------|---------------------------------|---------|---------------------|----------------|
| HR3651 | DACH | 4K | 36.86 | 67.73 | 129.99 |
| | Benelux | 4K | 36.86 | 66.61 | 129.99 |
| | Korea | 4K | 36.86 | 75.10 | 129.99 |
| HR3652 | DACH | 8K | 39.40 | 74.36 | 149.99 |
| | France | 2K | 39.40 | 73.99 | 149.99 |
| | Benelux | 6K | 39.40 | 73.14 | 149.99 |
| | Iberia | 4K | 39.40 | 72.54 | 149.99 |
| | Italy Israel & Greece | 2K | 39.40 | 72.54 | 149.99 |
| | Korea | 8K | 39.40 | 77.57 | 149.99 |
| | China | 4K | 39.40 | 72.31 | 149.99 |
| HR3653 | DACH | 6K | 39.77 | 74.36 | 149.99 |
| | France | 2K | 39.77 | 73.99 | 149.99 |
| | Benelux | 5K | 39.77 | 73.14 | 149.99 |
| | Korea | 6K | 39.77 | 77.57 | 149.99 |
| | China | 4K | 39.77 | 72.31 | 149.99 |
| HR3655 | DACH | 6K | 41.28 | 79.32 | 159.99 |
| | France | 1K | 41.28 | 78.92 | 159.99 |
| | Benelux | 3K | 41.28 | 78.01 | 159.99 |
| | Korea | 6K | 41.28 | 81.50 | 159.99 |
| HR3657 | DACH | 2K | 49.89 | 93.78 | 179.99 |
| | Benelux | 2K | 49.89 | 92.23 | 179.99 |
| | Korea | 3K | 49.89 | 99.29 | 179.99 |
| | China | 1K | 49.89 | 97.12 | 179.99 |

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 | Carry in/ship in repair | Module swap and scrap |
| APMEA | Carry in/ship in repair | Module swap and 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? |
|--------------------------------|-----|---------------|--|----------------|----------------------|
| Lid | √ | √ | X | X | X |
| Blender Jar | √ | √ | X | X | X |
| Spatula | √ | √ | X | X | X |
| Measuring Cup | √ | √ | X | X | X |
| Blade | √ | √ | X | 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 | Netherlands | 15 | Field Quality |
| Repair Centre | FFB | Korea | 15 | Field Quality |
| Repair Centre | FFB | China | 15 | Field Quality |

5 Consumer Care cost prediction

5.1 Predicted Field Call Rate (FCR)

Target: 2.0%

Best Estimate: 2.0%

Max failure rate: 5.8%

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)

| Region | CPI (€) |
|------------------------|---------|
| DACH | 28.6 |
| Benelux | 32.86 |
| Iberia | 30.73 |
| France | 39.89 |
| Korea | 27.74 |
| China | 23.74 |
| Italy, Israel & Greece | 29.91 |

5.4 Expected Cash-Out cost

| Region | Expected Cash Out% VS Sales (FCR target: 2.0%) |
|------------------------|---|
| DACH | 0.75% |
| Benelux | 0.89% |
| Iberia | 0.85% |
| France | 1.07% |
| Korea | 0.69% |
| China | 0.63% |
| Italy, Israel & Greece | 0.83% |

5.5 Total product sample plan

| Activity | Samples qty | Owner |
|-------------------------------|-------------|-------|
| Call center training - China | 1 | CO CC |
| Call center training - Europe | 3 | CO CC |
| Fast Feedback - Germany | 15 | CO CC |
| Fast Feedback - Netherlands | 15 | CO CC |
| Fast Feedback - Korea | 15 | CO CC |
| Fast Feedback - China | 15 | CO CC |

6. Technical Product Description

6.1 Mechanical- Service Manual

Refers to TPS and Service manual