

Consumer Care Book - Kitchen Machine

Kitchen machine

HR7954
HR7958

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Date: 2013-09-18
Version: 1.0
Review: Carmen Au

Approved by

CMM: Navedita Shergill

(Please place signature)

Date:

Product picture:



Project Objective

Fuelled by continued strong growth of Kitchen Machine market, we will bring a differentiated Philips mid-end Kitchen Machine to market mid-2014.

With first launch in 4 key WE COs : DACH, France, Benelux and Nordics and targeting 5-8% MS (i.e. 10-20% MS in addressable price quartile).

In addition drive volumes with Russia, CEE, Israel, South Africa (where segment though smaller is growing exponentially).

Leverage platform to build regionally relevant versions (wrt accessories in the box) as well as target specific channels and price segments.

		<u>Basic SKU</u>	<u>HR7954</u>	<u>HR7958</u>	<u>HR7956</u>	<u>Access pack</u>	<u>Access pack</u>	<u>Access pack</u>
		tbc	900w 4 liter SS bowl with handle 6 speed settings & Pulse Plastic housing Metal knob/ release button Nickle plated/ brushed/ varnished top covers Plastic splash guard	900w 4 liter SS bowl with handle 6 speed settings & Pulse Plastic housing Metal knob/ release button Nickle plated/ brushed/ varnished top covers Plastic splash guard	900w 4 liter SS bowl with handle 6 speed settings & Pulse Plastic housing Metal knob/ release button Nickle plated/ brushed/ varnished top covers Plastic splash guard	tbc	tbc	tbc
	<u>Colors</u>	tbc	1	1	1	<u>Standard</u>	<u>Standard</u>	
<u>Baking</u>	<u>Dough hook/ Whisk/Beater</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	x	x	x
	<u>Metal bowl with handle</u>	tbc	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	x	x	x
<u>Blending</u>	<u>Blender ref. Daily HR2100 1.25L plastic, detachable 4 star blade</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	X	x	x
<u>Food Pro</u>	<u>Ref Daily HR7627 Food pro bowl 1.2L 3 metal inserts in plastic bracket (slicing, shredding, granulating) Metal S blade</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	x	x	x
<u>Citrus juicing</u>	<u>Citrus press ref Daily HR7629</u>	X	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	x	x	x
<u>Mill</u>	<u>Mill</u>	X	x	<u>Yes</u>	<u>Yes</u>	x	x	x
<u>Mincing</u>	<u>Meat Mincer ref Viva HR2726 Hopper with plastic tray, 1 metal screen plus cleaning tool</u>	X	x	<u>Yes</u>	x	<u>Meat Mincer set with pasta and cookie cutter</u>	x	x
	<u>Cookie Cutter</u>	X	x	X	x		x	x
<u>Juicing</u>	<u>Masticating juicer or in-bowl eco juicer</u>	X	x	x	x		x	x
		<u>Basic SKU Euro 279</u>	<u>SKU 1 Euro 299</u>	<u>SKU2 Euro 349</u>	<u>SKU3 Euro 329</u>	<u>Access pack</u>	<u>Access pack</u>	<u>Access pack</u>

Consumer Care Focus

1. Pre-purchase
 - a. Content to deliver for web content included: User Manual and general FAQs will be ready at CR

2. Post – purchase
 - a. Content to deliver for web content included: FAQs

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	List Price
HR7954	DACH, France, Benelux, Nordics, IIG, CEE, MEAT, South Africa	20k	EU: €250.21 IIG, CEE: €250.21 MEAT: €275.13 South Africa: €263.06
HR7958	DACH, France, Benelux, Nordics, CEE,	8k	€292.05

Focus country: Benelux and DACH

IPD milestones

PPC wk1334
IR wk1416
CR wk1419

Warranty and service policy (break fix)

- 2 year warranty (= standard for BG DA product)
- Kitchen Machine
 - West Europe: Repair
 - Russia and Rest of the World: Repair

Accessories, consumer replaceable parts

Accessories will be made available:

- On line: thru ASWP on-line shop (BNL, F, DA only)
- Call center (ordering local service provider)
- Service center

Consumer touch points for consumer care

In-box
Web (.com, .care, on-line-shop)
Call center
Trade
Service centers

ConQ prediction & cost driver assumption

CoNQ as % of sales:

HR7954= $(3.0\% * 29.44 / 136.92) + 0.3\% = 0.95\%$

HR7958 = $(3.2\% * 25.68 / 285.44) + 0.3\% = 0.59\%$

FCR:

HR7954= 3.0%

HR7958 = 3.2%

CPI (average):

HR7954: €29.44

HR7958: €25.68

NNP (average):

HR7954: €136.92

HR7958: €285.44

Call center cost as % of sales (Amount of calls/ total sales): 0.3%

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	User manual QSG Warranty card	CR	Navedita Shergill Susan Zhao	
<u>Web – pre purchase</u>	FAQ Leaflet	CR	Vicki Wan Navedita Shergill	
<u>Web – post purchase</u>	User manual FAQ	CR	Vicki Wan Navedita Shergill	
<u>Specify Items for Service Center</u>	Service manual and Service BOM	CR-2weeks	Carmen Au	

Consumer Experience feedback loop – plse specify

Consumer Touch point	Medium	Additional cost
Call center	Easy Xtract Freetext	No
Web	Easy Xtract Freetext	No