

Consumer Care Book

China Double Wall Kettle

HD9328/08

HD9329/58

Approved by

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Review: Carmen Au

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Product picture:



Product introduction

Objective of the project

- Further drive the kettle business in China (which is our biggest market) by launching new kettle with differentiating “double house” spec

Background

- China accounts for 16% of total sales @ 44.2% IGM (+7.8pp vs av. kettle IGM%) – FC Jun ‘15
- Until 2014: China portfolio consisted of POVOS kettles exclusively
- Q1 2015: launch of four new Philips kettles (Sunshine keep warm) → +2.1 M EUR sales growth expected YoY
- In Q1 2015, additional sales opportunity emerged in China and we aim to capture sales from Q1 ‘16 onwards

Strategic Fit

- Currently moderate Philips representation within kettles sub-cat in China. This kettle opens up the potential to further strengthen the Philips brand on the Nr1 kettle market
- Recent EUR and RUB depreciation forces us to focus more on markets outside of Europe & Russia (particularly: S. Korea, China, MEA & Africa), in order to prevent massive IGM% decline which is expected in 2015

Target Market

- China exclusive
- Russia interested to launch as well (BG to confirm if approved)

Feature

	Philips HD9328/08 (White) & HD9329/58 (Red)	
RRP	¥299	
Power (W)	1800	
Volume (L)	1.7	
Housing	Double wall: Plastic outside with shiny silver metal upper part SEAMLESS, Food grade stainless steel inner pot	
Lid opening	With button on handle	
Lid material	Plastic outside, Food grade stainless steel inside	
Spout	Food grade stainless steel, welded	
360 Base	Yes	
Concealed heating element	Yes (Kexin heater)	
Filter	Punched holes	
Controller	Strix	
On / Off LED light	Yes	
Location of switch	Bottom	
Color	1. Star white & Caribbean blue 2. Pistil red & deep black	

Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Recommended Retail Price
HD9328/08	Great China	25000	€ 40.39
HD9329/58	Great China	25000	€ 40.39

ConQ prediction & cost driver assumption

Type	CPI	NNP (average)	CoNQ as % of sales
HD9328/08	21.78	€ 21.78	1.3%
HD9329/58	21.78	€ 21.78	1.3%

FCR: 1.0%

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

Consumer Care Focus

Consumer care focus will be

1. Pre-purchase

Topic	
Content to deliver	Web content (product leaflet, DFU or QSG, general FAQs, SOM and Service Manual) ready before CR
Product positioning	A basic functionality but affordable price

2. Post – purchase

Topic	
Content to deliver	Web content (FAQs for use and learn, troubleshooting & tips & tricks).
Touch points support	Communicate touch points for service: web; call center;

IPD milestones

PPC wk1536
IR wk1550
CR wk1603

Warranty and service policy (break fix)

- 2 year warranty (= standard for DA products)
- China: Exchange

Accessories, consumer replaceable parts

- N/A

Consumer touch points for consumer care

In-box

Web (.com, .care, on-line-shop)

Call center

Trade

Service centers

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	Vicki Wan Dora Remenyi	
<u>Web – pre purchase</u>	FAQ 360 degree picture Leaflet	CR	Vicki Wan Dora Remenyi	
<u>Web – post purchase</u>	User Manual FAQ Tips & Tricks	CR	Dora Remenyi Vicki Wan	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-2weeks	Happy Wang	

Consumer Experience feedback loop – plse specify

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