

# Consumer Care Book

## Phoenix Ironing Board Project

### Easy8 GC240

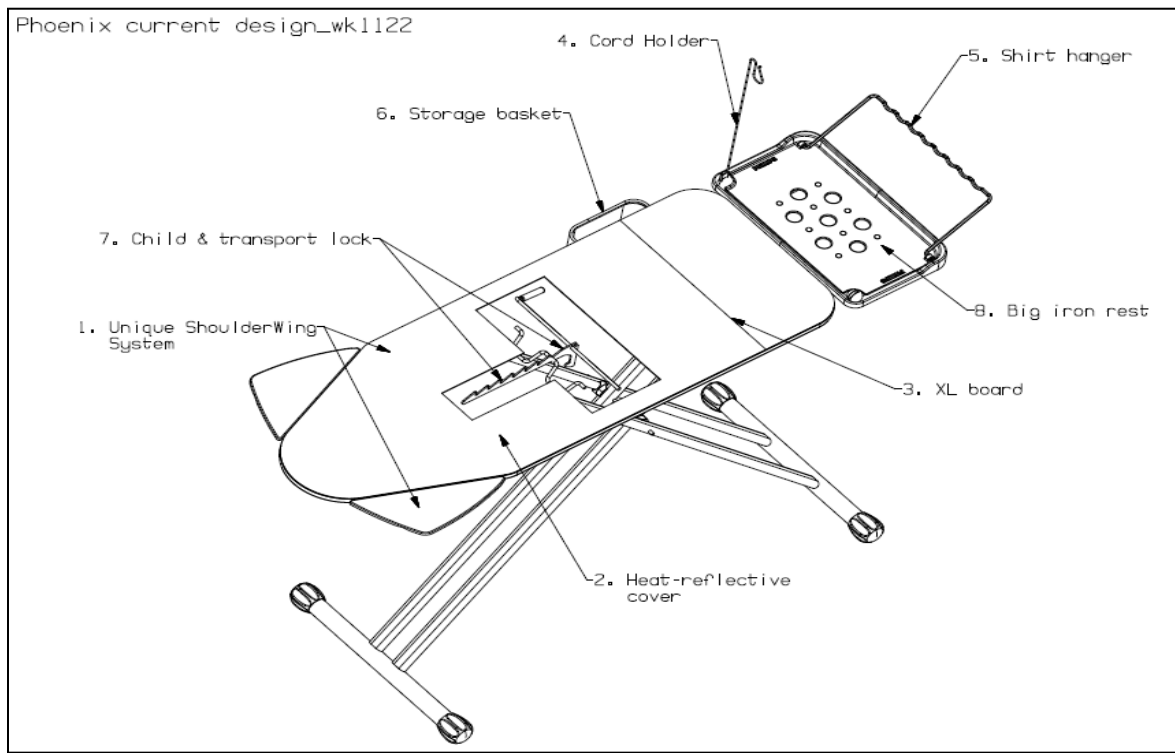
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Date: 04 Jul 2011

Version: CSB 01-420-10003

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Product picture:



## Product introduction

Philips wants to delight consumers during ironing from set-up till storage. The ironing board plays an important role in the overall ironing experience.

In the mature market of ironing board, Phoenix will make a difference by offering multiple solutions to make ironing truly easy, thereby bringing simplicity to consumers' lives.

### 8 Clever and integrated solutions for ultimate ease and convenience during ironing:

#### Faster ironing

- 1) Easy shirt ironing: Unique ShoulderWing System
- 2) Smoother gliding with multi-layered board cover
- 3) Iron more in one go: XL board shape

#### Convenient ironing

- 4) Keep the cord out of the way: Special cord holder
- 5) Hang garments directly after ironing: Convenient hanging rail
- 6) Keep your belongings close: Unique storage basket

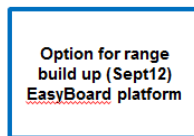
#### Safe ironing

- 7) Perfect in combination with steam generators: XL iron tray
- 8) Designed for safety: Child and transport lock

**WOW:** 8 clever solutions for truly easy ironing

**Sub-WOW:** With unique ShoulderWing system

## Range Build Up and Distribution



Option for range  
build up (Sept12)  
EasyBoard platform

**Easy8**  
*Philips GC240/05*

**Easy8 with Superior Board Cover**  
*Philips GC260/05*

€99

€139

Color	Silver Blue	tbd
1) Unique ShoulderWing System	V	V
2) Multi-layered board cover	V	X
3) XL board shape	V	V
4) Cord holder	V	V
5) Garment hanging rail	V	V
6) Storage basket	V	V
7) XL iron tray	V	V
8) Child and transport lock	V	V
** Superior Cover*	X	V
Launch date	Mar 12	Sep12
Distribution	Wide distribution	Premium

## Value Proposition House

1. Target group	2. End-user Insight	3. Competitive Environment
<p>Buyers of board: everyone who irons. However, Phoenix buyers tend to be:            Women 30-50; WE, focus on FR, DE, Benelux;            - Iron regularly            - Just bought a system iron            - Iron shirts            - Willing to invest in a high quality ironing board            - Interested in design</p>	<p>Ironing is part of my household tasks; it simply needs to be done. It is not even the ironing itself, but just all these little annoying things with the board that can make ironing an unpleasant activity: where to safely place the hot iron and/or the base of the steam generator, rearranging the garments on the board, ironing shirts and sleeves or big items like bed linen; the cord that is always in the way and even creates new creases in the garment. I wish my ironing board would help me in making ironing easier.</p>	<p>Brabantia: Solid company; For your best linen; For the best results; Iron your clothes sitting down; The comfortable solution            Leifheit: 33% lighter and faster ironing; The shirt specialist            Eurogold: High quality ironing boards            Tefal/Rowenta: Steam generator ironing board</p>
4. End- user benefit	5. Reasons to Believe	6. Discriminator
<p><b>The Philips SmartBoard has thought about every detail to make your ironing as easy as it can possibly be.</b></p>	<p>It makes ironing easier because it solves 8 hassles in ironing:  <b>Easy shirt ironing:</b> Any shirt fits easily around the unique <b>Shoulder Shaped Wings (1)</b> of the board, so you can iron all parts of the shirt with less rearranging and without getting extra creases  <b>Double sided, thus faster ironing:</b> Iron your clothes from both sides at once thanks to the <b>heat-reflecting board cover (2)</b>  <b>Easier ironing of big items:</b> With the <b>extra wide board shape (3)</b> you can iron a bigger surface in one go  <b>No hassle with the cord:</b> The <b>cord holder (4)</b> guides the cord, so it does not get in the way anymore  <b>Safe ironing:</b> The board is very <b>sturdy and stable</b> –with a <b>safe tray for using steam generators (5)</b>–, and because of the <b>child &amp; transport lock (6)</b>, the board cannot collapse accidentally  <b>Handy extra's:</b> The board comes with a <b>convenient shirt hanger (7)</b> to hang shirts after ironing, and a <b>multi purpose basket (8)</b> to keep your relevant belongings like your mobile phone or the remote control close during ironing</p>	<p><b>Only the SmartBoard has 8 solutions to make your ironing truly easy</b></p> <p><b>Only the SmartBoard makes ironing truly easy</b></p>
<p><b>Brand positioning :</b> Describe how you (will) know for sure above proposition make consumers/customers consider this...</p>		
<p><u>designed around you:</u>            •Sensorium test, Dec09            •User tests, Oct09            •Inventor has spent 7 years designing this board that solves all ironing hassles</p>	<p><u>advanced:</u>            Sleek and modern design            There is a solution to solve all small hassles in ironing</p>	<p><u>easy to experience:</u> User test &gt;95% satisfaction and ease of use (tbd)</p>

**Consumer Care Focus**

1. Consumer Education

a. Pre-purchase

- i. New users (*consumers whose non-active ironing boards are at the Low/Mid End price point*)
  - communicate 8 clever solutions integrated with the ironing board for truly easy ironing.
  - Highlight the solutions which carry the most influence on purchase intent.
- ii. Repeat users (*consumers whose non-active ironing boards are at the High End price point*) –  
Unique foldable shoulder shaped wings as a feature that competitors are not offering to consumers.
- iii. Cross selling opportunities in existing or new users of Pressurized Steam Generator.

b. Post – purchase – product experience enhancement

- i. Readiness of Call Center & Web support (FAQ, Web Chat) to address users’ queries effectively. Identify the most critical user’s queries from consumer experience flow mapping.
- ii. Easy purchase of accessories via Philips Online Shop. Consumer touch points to provide clear communications on how/where to purchase accessories. Pro-active contact towards Easy8 board owners if applicable.

2. Optimization service execution for NPS and cost improvement

Product exchange policy within warranty period since product is not serviceable.

Country focus: Western Europe

**Introduction and sales planning**

Region	Month of introduction	Planned sales year of introduction (x k)	Planned sales total period 2012-2015
Western Europe, Russia, CEE	Mar 2012	89K	381K
Others	TBC	TBC	TBC

**IPD milestones**

- PPC wk1128
- PC wk1128
- PV wk1150
- IR wk1203
- CR wk1206
- LD wk1210

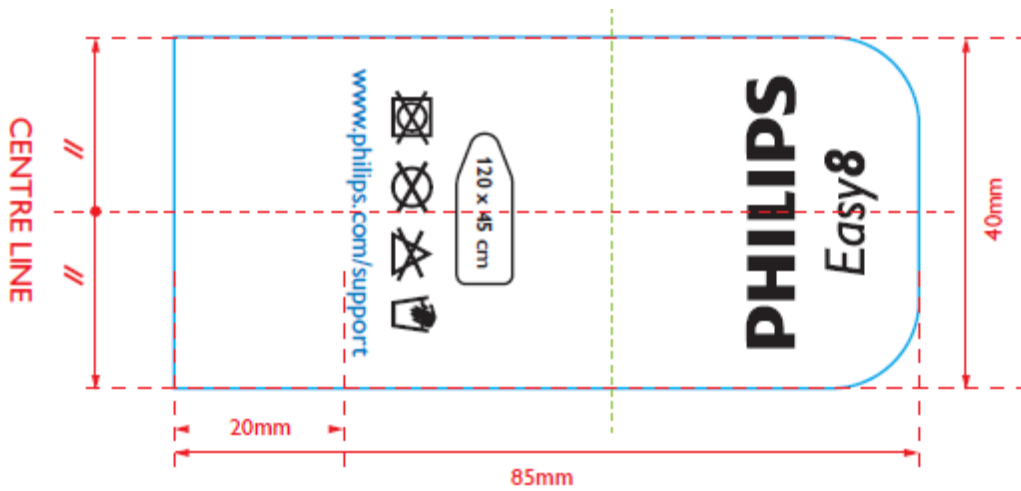


**Consumer care package**

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
		<b>Plse fill out!</b>	<b>Plse fill out!</b>	<b>Plse fill out!</b>
<u>In-box / on-product</u>	User manual Warranty card Product label	Wk1150 (PV)	Therese/Berkay	
<u>Web – pre purchase</u>	FAQ Leaflet Demo video (if applicable) 360° picture (If applicable) }	Wk1206 (CR)	Therese/Simon  Berkay	
<u>Web – post purchase</u>	FAQ Tips & Tricks }	Wk1206 (CR)	Therese/Simon	
<u>Specify items for call center</u>	Training material for call center  Product sample for Call Centers supporting launch countries: Sitel Barcelona Sitel Benelux Sitel Germany Call Center Russia	Wk1206 (CR)	Berkay  Tang TK	Product samples n=4
<u>Specify items for service center</u>	Service manual	NA (Product is exchange policy)	Tang TK	

**Any relevant specifics for execution – please list below**

Support label on product (board cover):



Support info on QSG/DFU:



Register your product and get support at  
[www.philips.com/welcome](http://www.philips.com/welcome)

**Consumer Experience feedback loop – please specify**

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