

## Consumer Care Book Philips Perfect Care GC92xx

Author: Simon Leong  
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Approved by

CMM: David Jeanson

(Please place signature)

Date:

Product picture:



### Product introduction

Perfect Care is a breakthrough in the Steam system segment, it is the first truly simplicity solution, offering unbeatable ironing performance with no more need to adjust the steam and the temperature and with no risk to damage any ironable fabrics.

With Perfect Care, we aim to beat TEFAL/Calor stronghold and become a leader in the segment > €200. The range consists of 4 products priced between €229-299 and will be introduced in Western Europe and Russia/Turkey in September 2011

**Consumer Insight**



sense and simplicity

**VPH Tokyo – Simplicity Pressurised Steam Generator**

1. Target	2. End-user Insight	3. Competitive Environment																								
Families with kids and busy parents. Life is fun but sometimes hectic. They want to look smart and neat. They do large loads of ironing and are looking for a quick solution with little effort	<p>I use a steam generator to iron my households laundry load. To iron well and safely, I know heat is key. Today I adjust the temperature of the iron for different types of fabrics from the most delicate fabrics such as silks and synthetics, to the toughest ones like cotton and linen.</p> <p>The temperature management is a hassle, because I need to wait for the iron to heat up or cool down, but I know that if I don't do it, I run the risk of damaging my delicate garments with a too hot soleplate.</p> <p>I wish I could iron my whole laundry basket with all different types of fabrics in a convenient way, without having to deal with various temperature adjustments</p>	<table border="1"> <thead> <tr> <th>Tefal GV7250</th> <th>Rowenta DG8760</th> <th>Tefal GV8330</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>€199</td> <td>€269</td> <td>€249</td> </tr> <tr> <td>120g/min steam</td> <td>120g/min steam 200g turbo steam</td> <td>120g/min steam</td> </tr> <tr> <td>1.5L large tank</td> <td>1.4L large tank</td> <td>1.8L extra large tank</td> </tr> <tr> <td>Lock system</td> <td>Lsqr soleplate with 400 holes</td> <td>Lock system</td> </tr> <tr> <td>Anti Calc Collector which extends life</td> <td>Anti Calc Collector which extends life</td> <td>Anti Calc Collector which extends life</td> </tr> <tr> <td></td> <td>Auto Cowinder</td> <td></td> </tr> </tbody> </table>	Tefal GV7250	Rowenta DG8760	Tefal GV8330				€199	€269	€249	120g/min steam	120g/min steam 200g turbo steam	120g/min steam	1.5L large tank	1.4L large tank	1.8L extra large tank	Lock system	Lsqr soleplate with 400 holes	Lock system	Anti Calc Collector which extends life	Anti Calc Collector which extends life	Anti Calc Collector which extends life		Auto Cowinder	
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4. End- user benefit	5. Reasons to Believe	6. Discriminator																								
Ironing has never been so simple. There is no need to adjust the steam nor the temperature & no risks of damaging any garments, without compromising on ironing performance.	<p>The revolutionary Tokyo™ technology always sets the ideal temperature and steam combination</p> <ul style="list-style-type: none"> <li>- 100% Safe on all garments, even your most delicates</li> <li>- No steam generator takes care of your garments faster</li> </ul>	Only Philips Tokyo makes ironing simpler with no steam nor temperature adjustments required for any ironable garments.																								
Brand positioning :																										
designed around you: Ease of use & Advanced feature to make ironing quicker	advanced: Optimal Temp technology	Easy to experience: •Detachable water tank •One push Carry Lock •One minute rinse																								

**Consumer Care Focus**

1. Consumer Education
  - a. Pre-purchase
    - i. New users/Upgraders – Consumers that have currently a steam iron and are looking at a faster way to iron
    - ii. Repeat users – Consumers that currently have a steam generator
  - b. Post – purchase – product experience enhancement
    - i. Rinse reminder – after 2 months
    - ii. Web portal – to capture user recommendations and experience (to be defined)

Country focus: France, DACH, Benelux, Turkey, Russia

**Introduction and sales planning**

Country	Month of introduction	Planned sales year of introduction (x k)	Planned sales total period 2011-2015 (x k)
Benelux	Sep 2011	60 <i>(to be updated - provide split per country once available)</i>	800 <i>(to be updated- provide split per country once available)</i>
Dach	Sep 2011		
France	Sep 2011		

Other countries where product will be launched in Sep 2011 (planned sales total period): **to be updated**

**IPD milestones**

PPC wk1038  
 IR wk1117  
 CR wk1122

**Warranty and service policy (break fix)**

- 2 year warranty (= standard for x-DAP products)
- Carry-in Repair, component level repair

**Accessories, consumer replaceable parts**

No accessories

Consumable replaceable parts:

- Water-tank (estimated price: 22-24 Euros)
- Soleplate Cleaning Stick (5 Euros)

Consumables will be made available:

- On line: thru Philips on-line shop (BNL, F, DA, UK, SP, IT, SE, DK)
- Call center (ordering via local service provider)
- Service center (ordering via regional spare parts provider)

**Consumer touch points for consumer care (to be updated for final conclusion on loaner scenario)**

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

**CoNQ prediction & cost driver assumption (per CC brief dated 14 Dec 2010)**

FCR: 3.5%  
 CoNQ as % of sales: 2.3%  
 CPI: €45  
 NSP: €126  
 Call center cost as % of sales: 1%

**NPS targets**

- Phone: 50% (GC currently @ 41%)
- Web: 25% (GC currently @19%)
- Repair & Exchange: 35% (GC currently @28%)

**Consumer care package**

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
In-box / on-product	User manual Quick Start Guide Warranty card (per existing) CRM registration (use	Wk1107 Wk1107 Wk1107 Wk1107	Ng Mo Tan Ng Mo Tan Tan Kok Leng David Jeanson	

	existing TV as base. To be updated closer to production) External endorsement ( <b>on packaging</b> )	(wk1110.1) – for1x product version Finalize rest by 1112.1.	David Jeanson	
Web – pre purchase	FAQ Demo video 360 degree picture Leaflet <b>Buying guide (tbd)</b>	Wk1130	Simon Leong David Jeanson David Jeanson David Jeanson	
Web – post purchase	User-manual FAQ Tips & Tricks CRP on line ordering links Decalcification video	Wk1130 Wk1130 Wk1130 Wk1134 Wk1106	Simon Leong Simon Leong Simon Leong Simon Leong David Jeanson	
Specify items for call center	Product samples (5x) On-site call center training	Wk1130 Wk1134	Simon Leong Simon Leong	Sitel Ger -1x Sitel Eindhoven-1x Sitel Barcelona -1x Sitel UK – 1x Sitel EE – 1x
Specify items for service center	Product samples for service (7x) Training material	Wk1130 Wk1134	Simon Leong Simon Leong	DACH (3x) Benelux (2x) France (2x)

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

**CRM consumer care messaging** (execution and costing to be confirmed by CRM team)

- Following reminder e-mails need to be sent to consumers who have registered
  - After 2 months of purchase, reminder to perform rinsing
  - Invitation to join web portal and share consumer experience
- **Action: David/Reinier to brief CRM team on this by end Q1 latest**

**Consumer Experience feedback loop – plse specify**

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