

Consumer Care Book – CompactTouch

Steamer

GC410, 420, 430

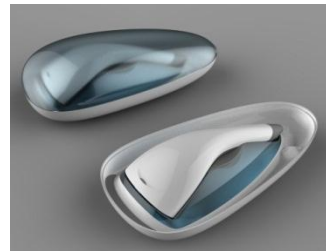
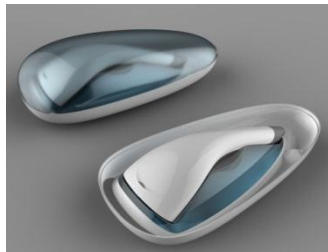
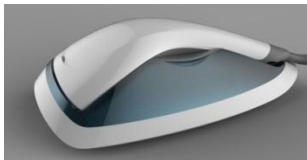
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Product picture:

GC410, GC420, GC430



Product introduction

Aquatwitter combines the Twitter handheld with an external watertank, with the following advantages:

- Vs handhelds: Longer autonomy time
- Vs other steamers:
 - More flexibility in movement: no hose
 - More compact: easier to store
 - (Condensation management)

Range build-up

	Basic end	Mid end	High end
Type nr	GC410/05/25*	GC420	GC430
Power	1000W	1000W	1200W (tbc)
Steam rate (max)	25 g/min	25 g/min	16-25 g/min
Time to steam	30 s	30 s	30 s
No of steam settings	1	1	3 settings : low, eco & high
ECO Setting	na	na	Yes
Storage	Soft pouch	Integrated storage solution	Integrated storage solution
Auto shut off	no	no	Yes
Water tank capacity	600 ml	600 ml	600 ml
Calc solution	-	Calc-buster pill	1- Auto-clean function 2- Calc-buster pill
Special M&F	no	Decoration	Decoration
Colour	tbd (*one vers. for online)	tbd	tbd
Glove	yes	yes	yes
Hanging solution	Door type hanger (tbc)	Door type hanger (tbc)	Door type hanger (tbc)
RRP	599	699	799
Launch timing	Dec-12	Dec-12	Dec-12

Value Proposition House

1. Target Users who dislike ironing and for which perfect results is not a must have. Low involved + Non appearance moderate Users with a modern lifestyle, looking for a modern solution to take away the hassles of crease removal 25-45 years old HH income 5,000-8,000 RMB Users of irons and/or steam brushes	2. End-user Insight I don't like ironing, not only because of the iron itself but also the ironing board. It takes time, space, it's heavy, and is a hassle to set up and store. The removal of creases does not have to be perfect and I am looking for a more convenient and quick way to get my garments back in shape. [Steam brushes look like the best option for me but they are not very efficient and they are not very easy to use] I wish there would be a light-weight and performing solution to steam my garments back in shape.	3. Competitive Environment Steam brushes Price point: 99-250 RMB Main brands: -Xibeile -RTSD -Rowenta DR5050 299-399 RMB LE Stand Steamers/Portable steamers Price point: 300-500 RMB
4. End- user benefit The new Philips handheld steamer removes obvious creases in no time and with no effort.	5. Reasons to Believe The new Philips handheld steamer offers: -Powerful and continuous steam that penetrates and relaxes the fibers, making wrinkles disappear and helping to restore the shape of the garment -Easy to fill and empty water tank -Automatic pump for continuous steam -Lightweight solution for everyday use -Easy and safe to use on all garments	6. Discriminator The new Philips handheld steamer is the only steam brush with powerful continuous steam that can remove obvious creases efficiently.
Brand positioning : Describe how you (will) know for sure above proposition make consumers/customers consider this...		
designed around you: 1 st round of user test before VPD to refine RTBs and prototype Meeting my needs: top-2 box ≥ 90% (HPT)	advanced: Better than current steam brush: top-2 box ≥ 70% (HPT)	easy to experience: Intuitively easy to use: top-2 box ≥ 90% (HPT)

Consumer Care Focus

1. Consumer Education
 - a. Pre-purchase
 - i. New users (user of iron and/or steam brushes) – communicate the benefits of powerful steamer performance and compact design, focusing on powerful continuous steam, safe on all garment, integrated storage and compact design for easy storage.
 - ii. Repeat users (user of iron and/ or steam brushes) – communicate the powerful steamer performance, integrated storage and large water tank. Additional features for GC430, with 3 steam level inclusive of ECO mode, auto calc clean and auto shut off.
 - iii. Cross selling opportunities in existing or new users of IronCare water treatment jug – focus on prolong lifetime usage of steamer.
 - b. Post-purchase – Product experience enhancement
 - i. Readiness of Call Center & Web support (FAQ, Web Chat) to address users’ queries effectively. Identify the top hit queries from consumer experience wheel.
2. Optimization of service execution for NPS and cost improvement
 - a. Workshop repair policy within warranty period. Ensure service readiness (accessory, CRP, service manual and critical spare parts availability before launch week)
 - b. Accessory, CRP and spare parts availability till End Of Production + 4yrs.

Country focus: China

Introduction and sales planning

	China
GC410	198K
GC420	
GC430	
Total	198K

IPD milestones

PPC/PC wk1115

PV wk1234

IR wk1237

CR wk1240

LD wk1248

Warranty and service policy (break fix)

- 2 year warranty (= standard for DAP products)
- Workshop Repair policy

Accessories & Consumer Replaceable Parts (CRP)

Following parts will be made available on Philips Online Shop.

1. Hanger accessory (TBC)

Consumer prices to be confirmed by CR.

Consumer touch points for consumer care

In-box

Call center

Web / Chat

Service centers

CONQ prediction & cost driver assumption

(1) CONQ as % of sales: 0.48%

FCR target: 2.00%

CPI: €5.73 (Source: reference to GC510/ GC520)

NSP: RMB 186.95 (€ 23.80)

(2) Call center cost as % of sales: 0.15% (Source: refer to GC510/ GC520)

Total CONQ as % of sales = (1) + (2)
= 0.63% (€ 29.7K)

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	User manual Warranty card Product label	Wk1234 (PV)	Tan Yong Hao	
<u>Web – pre purchase</u>	FAQ Leaflet Demo video 360° picture (tbc) }	Wk1240 (CR)	Tan Yong Hao Berkay Bircan	
<u>Web – post purchase</u>	FAQ Tips & Tricks }	Wk1240 (CR)	Tan Yong Hao	
<u>Specify items for call center</u>	Training material for call center Product sample for Call Centers supporting launch countries: - China	Wk1240 (CR) Wk1237 (IR)	Jason Jason	Product samples GC430 n=1
<u>Specify items for service center</u>	Service manual and critical spare parts on stock Fast feedback support for market issue; planned qty of 50pcs	Wk1248 (LD)	Jason	

Any relevant specifics for execution – please list below

Nil

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