

Consumer Care Book Grains

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Approved by

CMM: Nora Ji

(Signed)

Date:

Product picture:



Product introduction

Project Grains is the product renewals and facelift of Project Sesame, which will help us to quickly expand Philips SMM portfolio and gain more shelf space.

Consumer Care Focus

Due to consumer healthy lifestyle and increasing healthy consciousness on food safety, the soy milk maker consumer care focus will be

1) Pre-purchase:

Create awareness of Philips SMM is **Safer** due to:

- We are using 100% food grade lubricant – Not only on Motor Shaft Seal but also Motor Shaft Bearing
- Anti-splash cap to prevent water entering into power connector to make using more safe
- No cage

Create preference for Philips Soymilk maker through consumer education

- Providing more user tips in 'simple to use & easy to clean & filter'
- Tap into My Kitchen Platform (by providing recipes)

2) Post purchase:

- Enhancing cooking experience
- Provide trouble shooting tips when product breaks down or if consumers are still not satisfied about cleaning and filtering
- Product maintenance tips

Country focus: China

Introduction and sales planning

Type number	Region Stroke version	2012	2013	2014	2015	Going Price(CNY)
HD2051 01	China	50,000	60,000	45,000	27,000	399.00
HD2051 02	China	50,000	60,000	46,000	27,000	399.00
HD2051 03	China	20,000	30,000	20,000	15,000	399.00

IPD milestones

PPC wk1109
IR wk1211

CR wk1213

Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Carry in, repair, module swap

Accessories, consumer replaceable parts

Accessories

TBD

No Consumable replaceable parts

Accessories will be made available:

- Call center (ordering via local service provider)
- Service center

Consumer touch points for consumer care

In-box

Web (.com)

Call center

Trade

Service centers

ConQ prediction & cost driver assumption

Total Volume	QTY	450000	
FCR	%	2.50%	
ACR	%Sales Volume	0.30%	
NNP	dealer price	€	23.84
Sales	volume*NNP	€	10,725,806.45
CPI		€	16.09
CoNQ	volume*FCR*CPI	€	180,961.30
Call Cost per call	10min*cost per min	€	10.00
Call center cost	volume*ARC%*cost/call	€	13,500.00
TOTAL CoNQ	CoNQ+Callcenter cost	€	194,461.30
CoNQ % of sales	total CoNQ in % off sales		1.81%

Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	Usermanual Recipe	CR	Nora Ji Nora Ji	
<u>Web – pre purchase</u>	FAQ Leaflet Recipe Tips & Tricks	CR	Bobby Liu Nora Ji Nora Ji Nora Ji	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks Recipe updates (TBC)	CR	Nora Ji Bobby Liu Nora ji Nora Ji	
<u>Specify items for call center</u>	Product samples On-line call center training	CR-2weeks	Chen Ryan Bobby Liu	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-4weeks	Bobby Liu	

Any relevant specifics for execution – plse list below

Fast FeedBack:

Focus on DC motor and grinding performance.

Model	HD2051/01	HD2051/02	HD2051/03 (on line)
Qty	40	20	0

Consumer Experience feedback loop – plse specify

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