

# Consumer Care Book

## Air Purifier Micro Cube CR



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**Version History**

The current document version is described below:

<b>Version</b>	<b>Date of Changes</b>	<b>Change Summary</b>
01	2016/12/22	Initial version
02	2017/09/07	Final version

## 1 1. Product introduction, planning

### 1.1 Product introduction

Micro Cube delivers superior performance, iconic design and digital proposition. It is an entry level of D4P range, meeting high end positioning, aiming to global launch which focus on 5 key BMC: China, US, India, APAC and DACH. There will be two versions, one is DI, which is connected, and the other one is non DI.

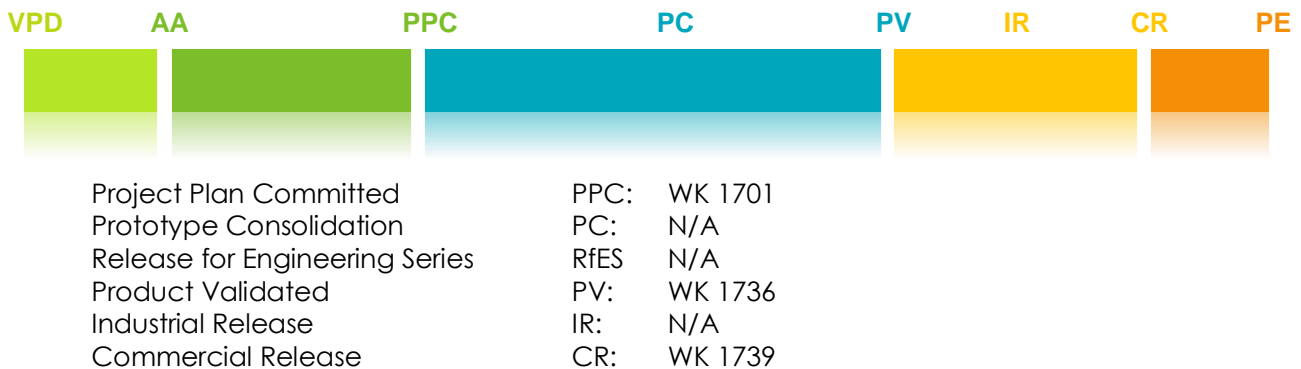
### 1.2 Product VPW

Refer to VPW Micro Cube



MicroCube VPW  
20161213.pptx

### 1.3 IPD Milestones



### 1.4 Introduction Regions/countries, Quantities

	2017	2018	2019	2020	2021	Total
<b>CHINA</b>	29.2K	30.0K	40.0K	29.0K	17.5K	<b>145.7 K</b>
<b>DACH</b>		1.0K	2.4K	3.0K	3.5K	<b>9.9K</b>
<b>CEE</b>		1.0K	1.5K	2.0K		<b>4.5K</b>
<b>BNL</b>		0.5K	0.6K	0.75K		<b>1.85K</b>
<b>Nordics</b>		0.05K	0.1K	0.2K		<b>0.35K</b>
India	0.5 K	1.5 K	2.0 K	2.0 K	1.5 K	<b>7.5K</b>
Tai Wan	0.5 K	1.6 K	1.8 K	2.0 K	1.8 K	<b>7.7K</b>
HK	0.4K	1.3 K	1.5 K	1.6 K	1.5 K	<b>6.3K</b>

## 2 Consumer Care Experiences and Repair Process

### 2.1 Consumer experience



Standard consumer journey:

Consumer journey	Care added value / Focus	Action required	Owner
Choose	Clear functional description and Highlights on features	Leaflet, Pre-sales FAQs	CMM, CC
Buy	Clear info of retailers	Call center script	CO MM
Set up	Guideline for Installation	DFU, QSG	PRC, DFU team
Use	Instructions for each function and trouble shooting	DFU, QSG	PRC, DFU team
Maintain/repair	Instructions for maintenance and trouble shooting	DFU, FAQs, Warranty card	PRC, CC
Replace	Instructions for replacement	DFU, QSG	PRC, DFU team

### 2.2 Service solution

Region	Warranty (year)	CC Experience Repair & Exchange	Repair Process
China & India & Europe	2	Repair/ carry in	Module swap /scrap
US	1	Exchange/Replace	Exchange/Replace
TW& HK	2	Repair/ carry in	Module swap /scrap

## 3 Consumer Care Package planning

### 3.1 Consumer Care Package – Touch point communication

Consumer touch point	Material	Milestone Readiness	Applicable y/n	Responsible	Accountable	What is the focus area for this user communication along the Consumer Decision Journey			
						Active Evaluation	Purchase	Post Purchase	Loyalty
<b>Front end touch points</b>									
<b>In-box / on box</b>									
	User Manual	IR	Y	PRC	CMM		X	X	
	Quick Start Guide	IR	Y	PRC	CMM		X	X	
	Registration card	IR	N	CRM	CMM			X	X
	World Wide Warranty Card	IR	Y	DFU	CMM			X	
	Product Leaflet	IR	Y	DFU	CMM		X		
<b>Web</b>									
	Product Photo's	CR	Y	CM M	CMM	X	X	X	
	Warranty Policy Statement	CR	N	DFU	CMM			X	
	FAQ's	CR	Y	PRC / KE	CMM	X	X	X	
	Leaflet	CR	Y	CM M	CMM	X	X	X	
	Tips and Tricks	CR	N	PRC / KE	CMM	X	X	X	
	User Manual	CR	Y	DFU	CMM	X	X	X	
	CRPs online	CR	N	CCP	CEM		X	X	
	Instruction videos (tutorials)	CR	N	Mar com	CMM	X	X	X	
<b>Call Center / Social Media</b>									
	Call center Scripts and Tips	CR	Y	PRC / KE CEM	CEM/ KE	X	X	X	X
	Training package – softskills / product details/education elements	CR	Y	PRC / KE	KE / CMM	X	X	X	X
	Training execution	CR	Y	PRC / KE	KE	X	X	X	X
	2 Pager with high level details	CR	N	CEM	CEM	X	X	X	X
	Commercial Product samples Call center training, open box test, pre-sales testing.	CR	Y	CM M	CMM	X	X	X	X
<b>Back end touch points</b>									
<b>Repair &amp; Exchange</b>									
	Service Manual	CR	Y	CCP	CCP			X	
	Service Bill of Material, incl. spare parts Purchasing Master data	CR	Y	CCP	CCP			X	
	Consumer Replaceable Parts (CRP)	CR	N	CCP	CCP			X	
	Training package diagnostics & repair	CR	Y	CCP	CCP			X	
	Diagnostics- and Service Tools	CR	Y	CCP	CCP			X	

### **3.2 Spare parts (CRP, Critical, commercial and online shop)**

#### **Spare part / Replacement parts Specifics**

Refer to the part list in Service Manual

#### **CRP / Accessories**

Part Name	CRP	Service parts	Commercial Accessories (CTN available)	Critical parts	Publish online shop?
Sandwich Filter	NO	NA	FY5186	NO	YES
HEPA Filter	NO	NA	FY5185	NO	YES
AC Filter	NO	NA	FY5182	NO	YES

## **4 Launch preparation & Execution**

### **4.1 Pre-Launch testing**

Test - Country	Timing	Sample Volume	Owner
DACH	Wk1732	1	CO MM/CO CC
India	Wk1732	1	CO MM/CO CC
USA	Wk1733	2	CO MM/CO CC

### **4.2 Fast Feedback Program**

## **5 Consumer Care cost prediction**

### **5.1 Predicted Field Call Rate (FCR)**

*For China:*

*DI:*

*Best case @CREX: 1.1% Worst case @CREX: 1.4%*

*Non DI:*

*Best case @CREX: 0.9% Worst case @CREX: 1.1%*

**CONQ: 1.2% (DI) & 1.12% (Non DI)**

## 5.2 Contact Center costs

Region	Contact center cost % VS sales	Remark
China	0.19%	According to China 2016 data for Air

## 5.3 Cost per Incident (CPI)

Refer to the CPI of Power Cube

**117 EUR**

## 5.4 Expected Cash-Out cost

	Expected Cash Out% VS Sales	
	Best case (FCR: 1.1%)	Worst case (FCR: 1.4%)
China(DI)	0.44%	0.56%

## 5.5 Total product sample plan

Activity	Samples qty	Owner
Call center training	3	CO CC
Pre launch testing	4	CO CC
Fast feedback (China)	30	CO CC
Fast feedback (ROW)	90	CO CC

## 6 Technical Product Description

Refers to TPS and Service manual