Bundles PSS PRE USE POST USE USE **PURCHASE** DISCOVERY **INFORMATION DELIVERY AND INSTALLATION** USE MAINTENANCE AND REPAIR **TERMINATION AND RECONDITIONING** PRODUCT PHASE PHYSICAL **EVIDENCES** - Select subscription plan Lets logistics partner in - Clicks on link to form - Fills preferred delivery - Lets installer in Reads welcome email - Installs and opens App - Opens app Loads laundry - Opens app - Receives invoice Receives package with - Machine breaks down - Receives call Lets service personnel - Calls Bundles to - Receives call from - Wants to buy a WM - Checks subscription plans CUSTOMER - See cost overview for pick up - Fill information for and installation time - Fills in laundry load - Checks use statistics - Calls Bundles customer - Schedules service terminate service logistics partner - searches online for WMs - Check benefits of service - Understands how to information - Enters credentials - Selects program - Makes payment detergent - Fill in information form ACTIONS installation - Looks at the different - Adds Detergent - Replaces empty deter-- Pays due amounts - Schedules appointment use machine appointment - Finds Bundles Website - Checks reviews of service - Make payment gent with new package - Reports problem for pickup of machine app features - Starts wash - Clicks on website link - Order Completion heck service availabilit App features and otimal wash Package sent with Call to schedule pick-up etails about app and splay usage Picks up used washing n filled-in address he features, login eviews of service nart plug and gives struction on usage **ACTIONS** Website INSTALLER WEBSITE EMAIL APP/ WEB APP PACKAGE **EMAIL** PHONE CALL Provide App feature and relevant details Smartplug records wash and stores on cloud Contact costumer to schedule pick-up Update website on offers and terms and conditions and send to logistics partner website and content customer helpline promotion al emails ACTIONS Prepare plan and benefits of service Identify potential customers Detergent consumption calculation algorithm Register WM on portal Generate credentials for App/ WebApp Register a service request Usage statistics populated from data repairs handled by logistics partner request to Miele Service service area algorithm for optimal wash program warehouse and condition inspected Carries out major repair issues **PROCESSES** Orders new WM from Miele NL Dispatches new machine via Vonk en Co Prepares WM for delivery and installation

- Schedule window not - Wash program advice - Smartplug only records Limited statistics - Algorithm to calculate - Breakdown reported - Service is expensive, - Inspection of machines - No tracking of condition - Reconditioning process **PAIN POINTS** suitable for customers only on app and depends wash count indirectly available to users not very accurate after it happens labor intensive done visually of the WM laborious and expensive on user to find out through power consumption