



FISHER & PAYKEL

# INTO A NEW ERA FOR MULTI-CHANNEL CUSTOMER EXPERIENCE

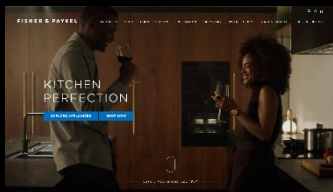
SARAH LUKINS, GM DIGITAL



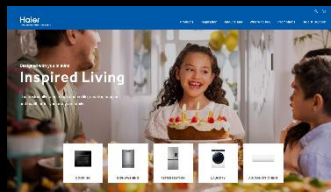
EST. 1934

# DESIGNED IN NEW ZEALAND

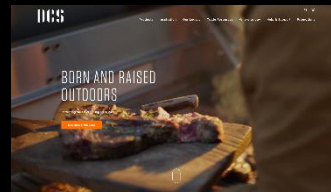
IT DESCRIBES HOW OUR ENVIRONMENT  
HAS SHAPED US, FOSTERING A PIONEERING  
SPIRIT AND A CULTURE OF CURIOSITY. IT IS  
A PHILOSOPHY AND WAY OF THINKING  
THAT IS UNIQUELY FISHER & PAYKEL.



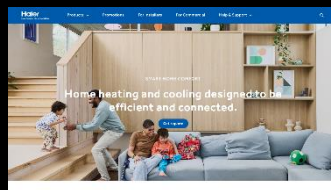
**FISHER & PAYKEL**



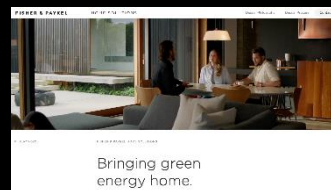
**Haier**



**DCS**



**HAIER HOME**



**HOME SOLUTIONS**

## 8 MARKETS



## PURPOSE

WE CREATE MOMENTS OF DELIGHT TOGETHER IN THE HEART  
OF THE HOME. SUSTAINABLY ENHANCING THE QUALITY OF  
PEOPLES LIVES. NOW AND FOR FUTURE GENERATIONS.

WE ARE THE WORLD'S MOST HUMAN  
CENTRED APPLIANCE BRAND



# DESIGNING FOR A CHANGING WORLD



**HUMAN CONNECTION IS MORE  
IMPORTANT THAN EVER**



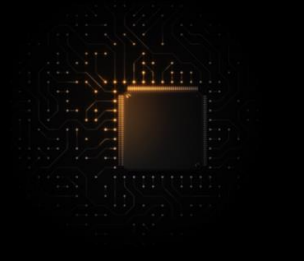
**URBANISATION IS CHANGING  
THE BUILT ENVIRONMENT**



**SUSTAINABILITY IS THE  
MOVEMENT OF OUR TIME**



**HEALTHY LIVING IS  
THE NEW LUXURY**



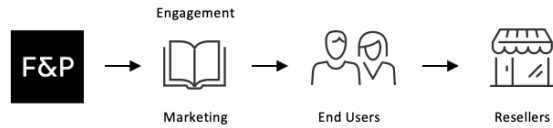
**TECHNOLOGY IS RADICALLY  
RESHAPING THE WAY WE LIVE**



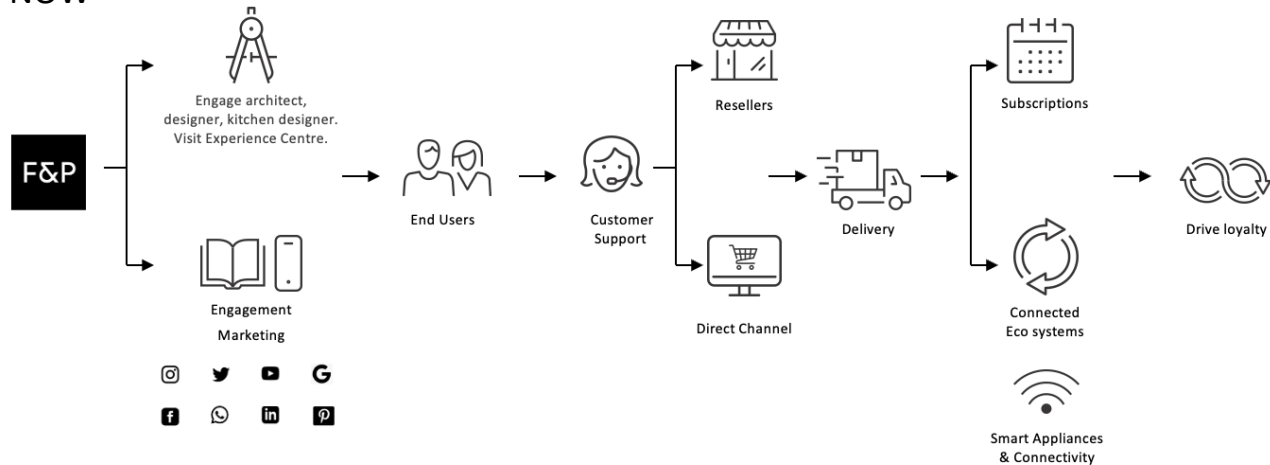


SPIRIT OF  
INNOVATION

THEN

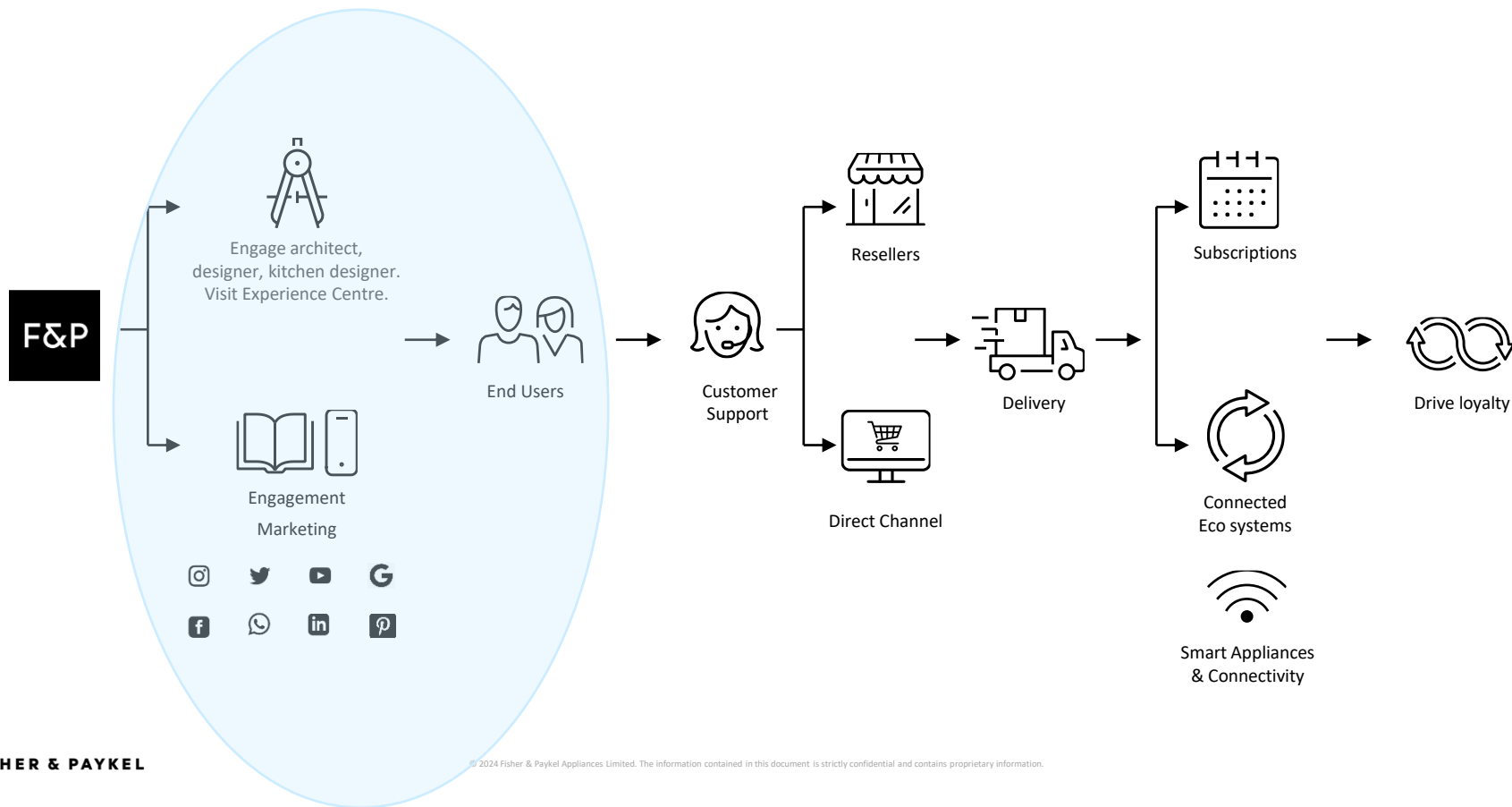


NOW

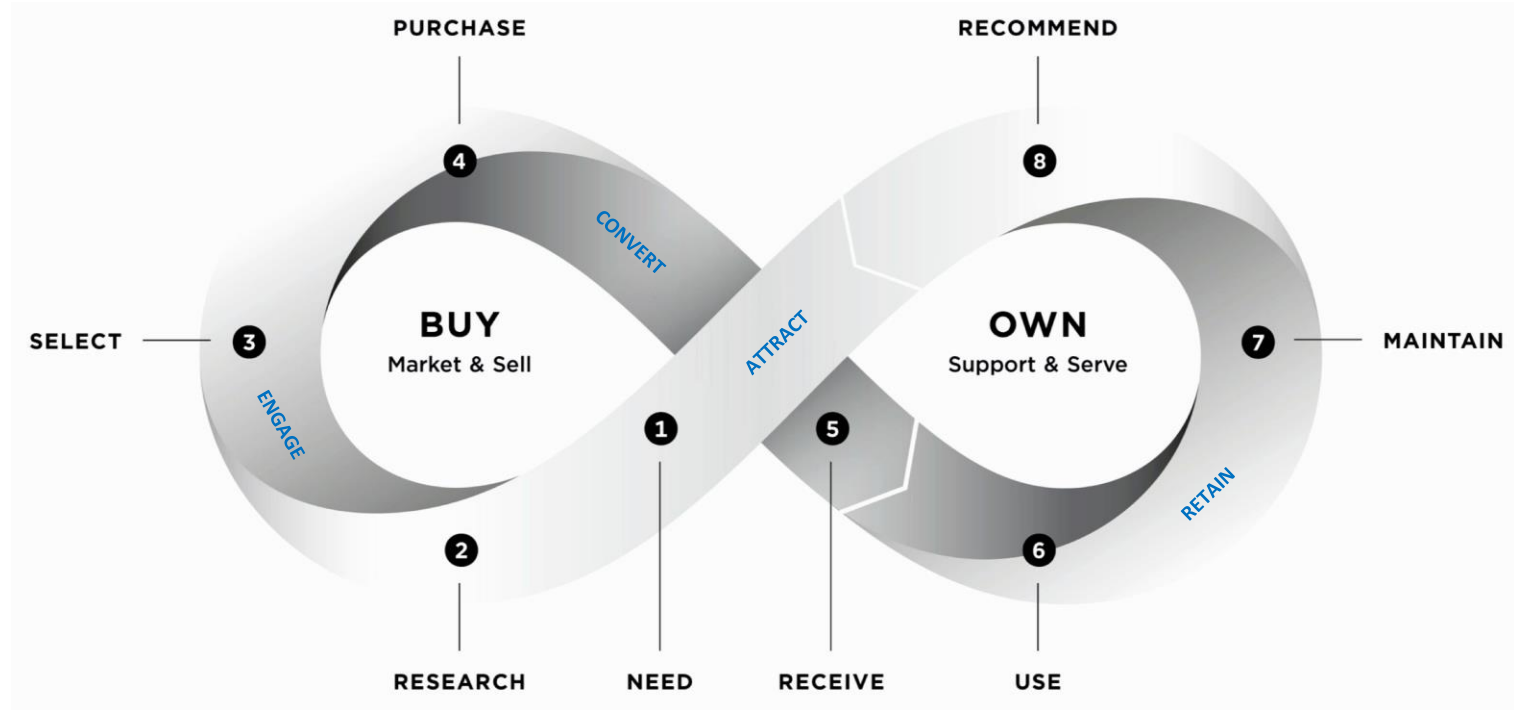


# CUSTOMER JOURNEY

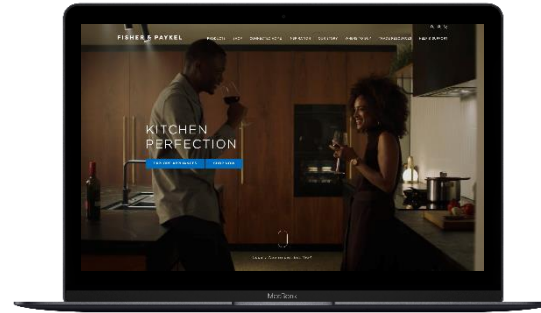
WHOLE OF HOME CONNECTED SOLUTIONS, HOME SOLUTIONS, SUBSCRIPTIONS, ECOSYSTEM



## CUSTOMERS FOR LIFE, MARKETING DIRECTLY, SUPPORTING ALL BUSINESS MODELS



# KNOW YOUR USERS



## CONSUMER

Purchase: long cycle  
Purchase: short cycle

Book a Service  
Customer Support  
Product Support



## DESIGN PROFESSIONAL

Inspiration  
Product Support



## TRADE PROFESSIONAL

Product Support



## INSTALLERS

Product Support



## RETAIL PARTNERS

Co-Marketing  
Product Support



CONSISTENT  
BRAND EXPERIENCE

# CONSISTENT BRAND EXPERIENCE

FOR THE END USER

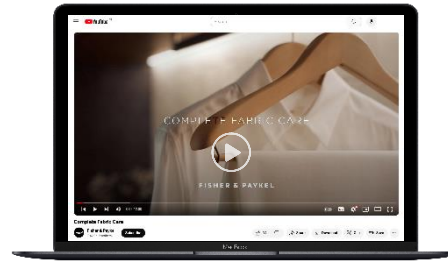
OWNED  
CHANNELS



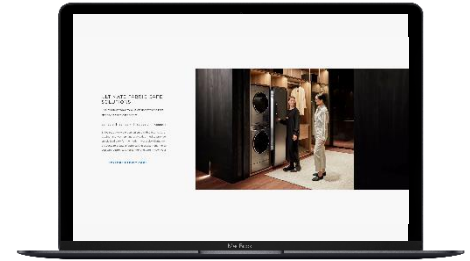
Social



Paid Media

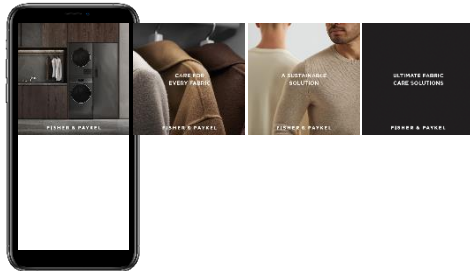


YouTube Video

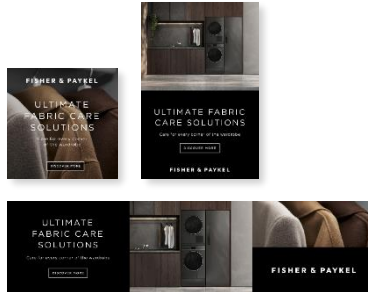


Owned Website

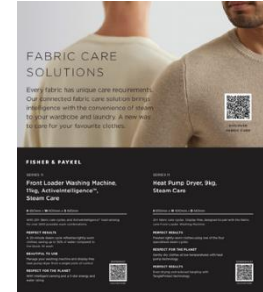
RETAILER  
CHANNELS



Retailer Social



Retailer Website Banners



Retailer POS

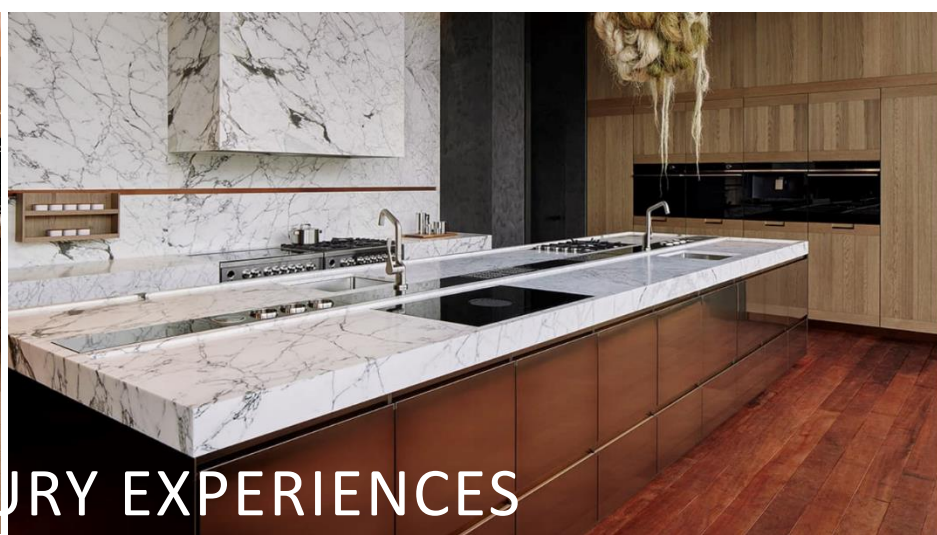
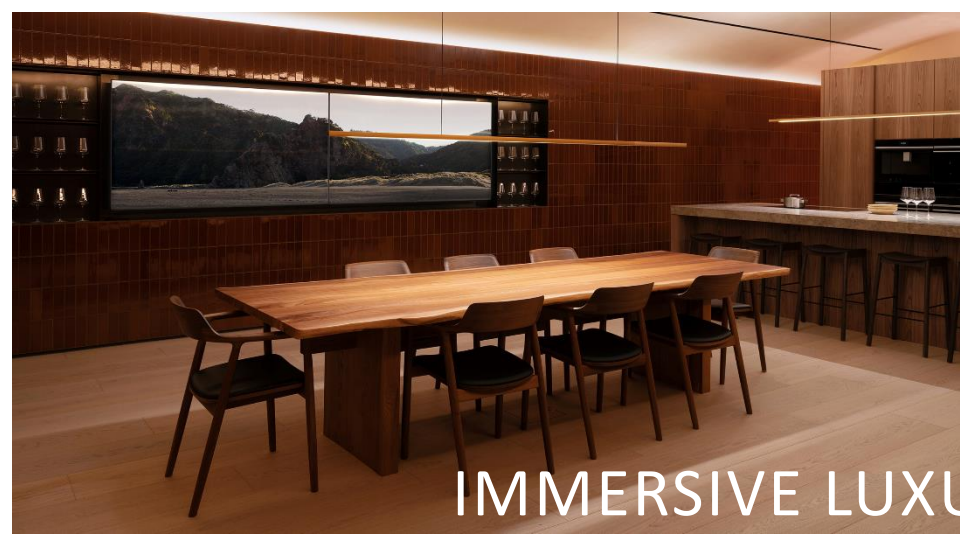






AUCKLAND | SYDNEY | COSTA MESA | NEW YORK | LONDON  
TORONTO & MELBOURNE OPENING SOON

# GLOBAL EXPERIENCE CENTRES

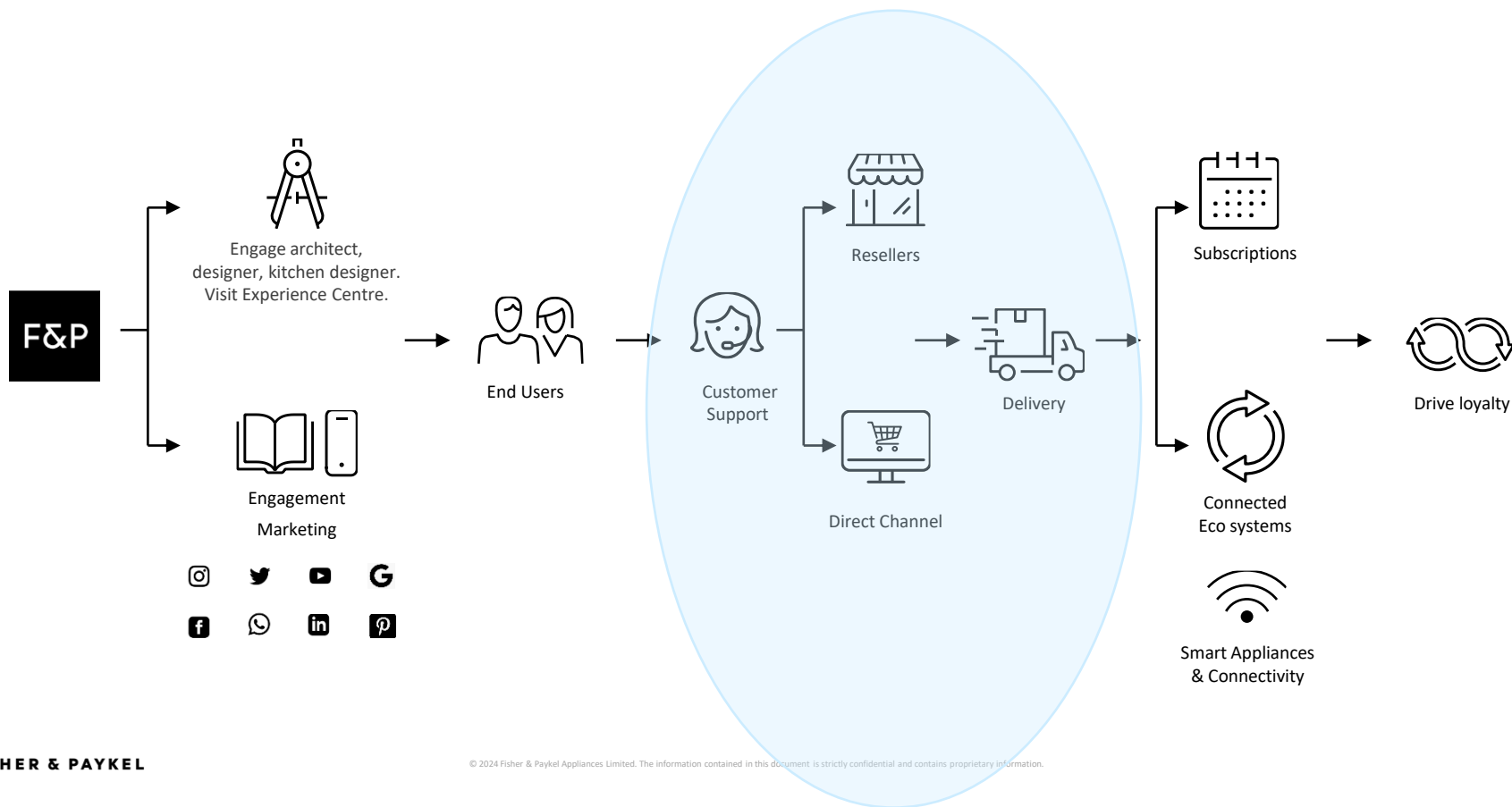


IMMERSIVE LUXURY EXPERIENCES



# CUSTOMER JOURNEY

WHOLE OF HOME CONNECTED SOLUTIONS, HOME SOLUTIONS, SUBSCRIPTIONS, ECOSYSTEM







PREMIUM IN STORE EXPERIENCE

FISHER & PAYKEL

FABRIC CARE  
SOLUTIONS

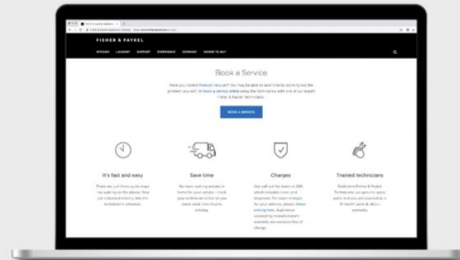
# PREMIUM CUSTOMER SERVICE EXPERIENCE

FOR THE END USER

INSTALLATION &  
DELIVERY SERVICES



24/7  
USER SUPPORT



24/7  
CUSTOMER CARE  
24 HOURS A DAY, 7 DAYS A WEEK

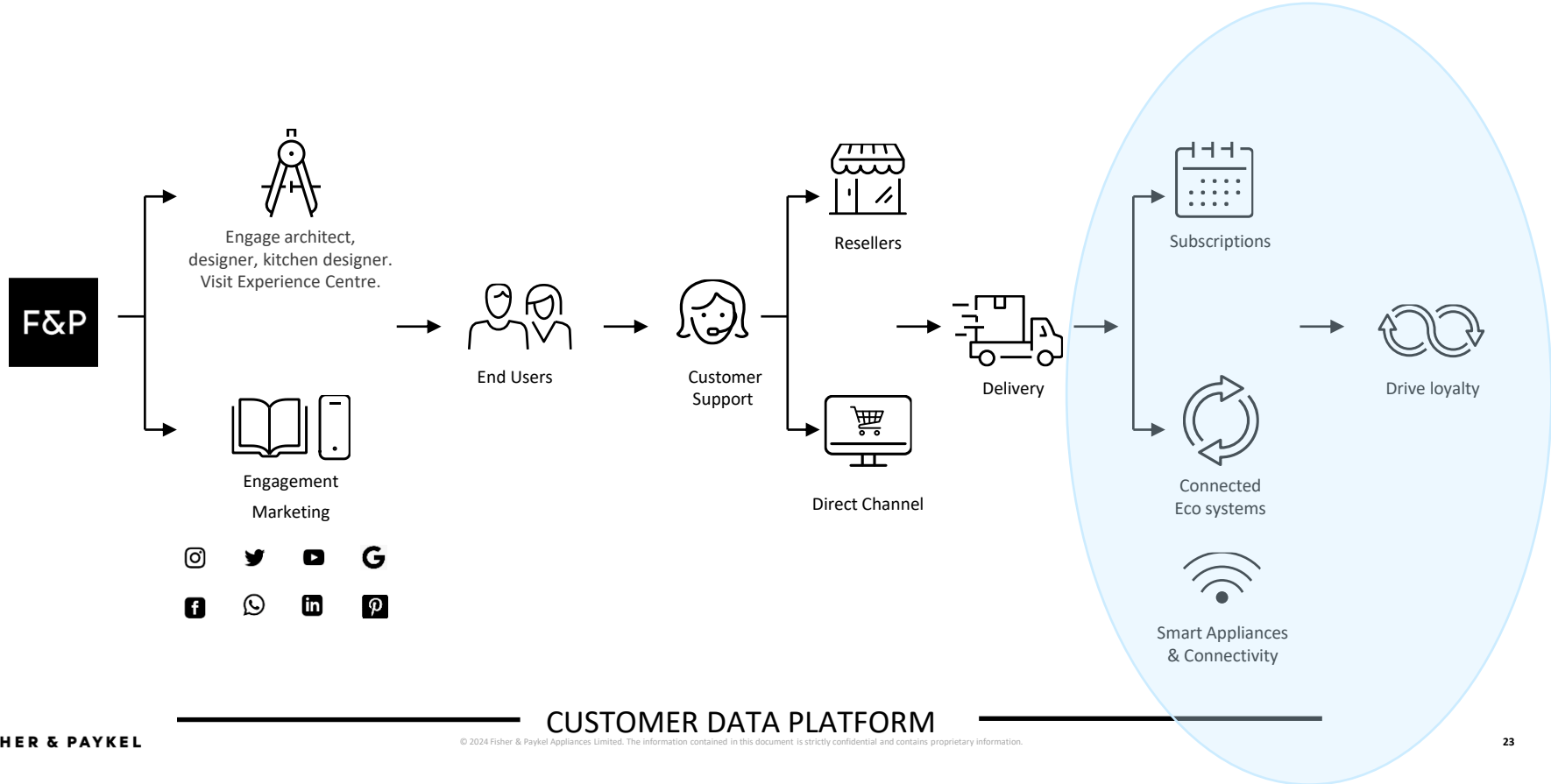
Choosing a premium brand is about more than buying a product. You buy an enduring lifetime experience.  
Our premium experience is extended to every touchpoint with install professionals, 24/7 Customer Care and Global sales support

A woman with long blonde hair is sitting on a bed with a dark grey headboard and a dark blue duvet. She is holding a small green cup and looking off to the side. The background features a white brick wall and a small white side table with a potted plant. The overall atmosphere is calm and modern.

FOR US, THE NEW ERA FOR MULTI-CHANNEL CUSTOMER  
EXPERIENCE IS IN THE **HOME**

# CUSTOMER JOURNEY

WHOLE OF HOME CONNECTED SOLUTIONS, HOME SOLUTIONS, SUBSCRIPTIONS, ECOSYSTEM



## CUSTOMER DATA PLATFORM

## EXPERIENCES

Guided Cooking  
Temperature Sensing  
Precise Measurements  
Recipe Integration

## META ECOSYSTEM INTEGRATION



# CONNECTED ECOSYSTEM



## MANAGEMENT

Energy Management  
Water Management  
Grocery Fulfilment  
Fleet Management

## SERVICE

Support Services  
Recycling  
Consumables  
Over the air updates



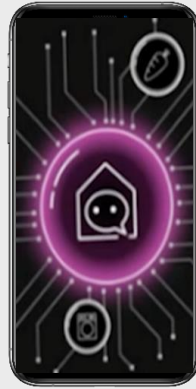


FULL RANGE OF CONNECTED PRODUCT WITHIN 2 YEARS

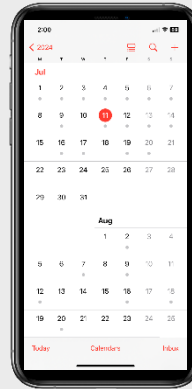
## SMART CONNECTED APPLIANCES



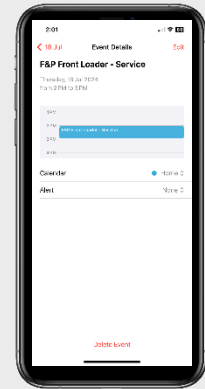
SERVICE WARNING



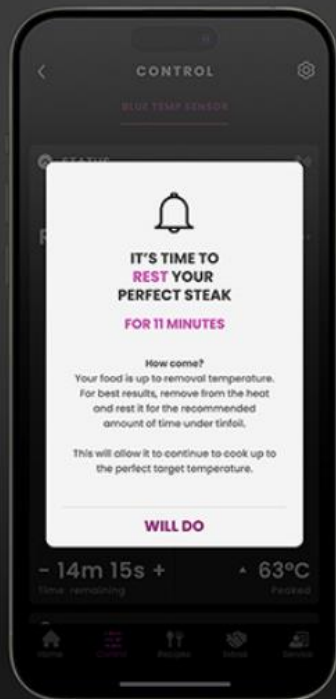
AI DIAGNOSIS



AI REVIEWS YOUR SCHEDULE



AI BOOKS SERVICE



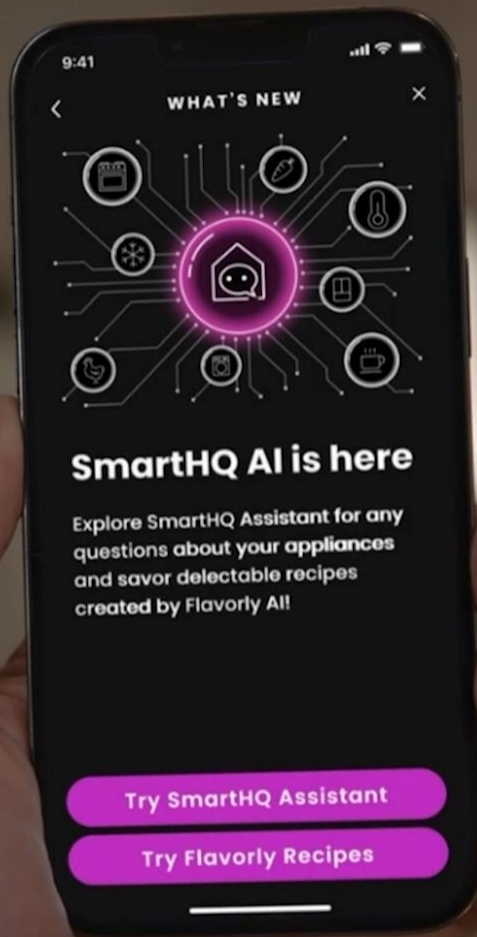


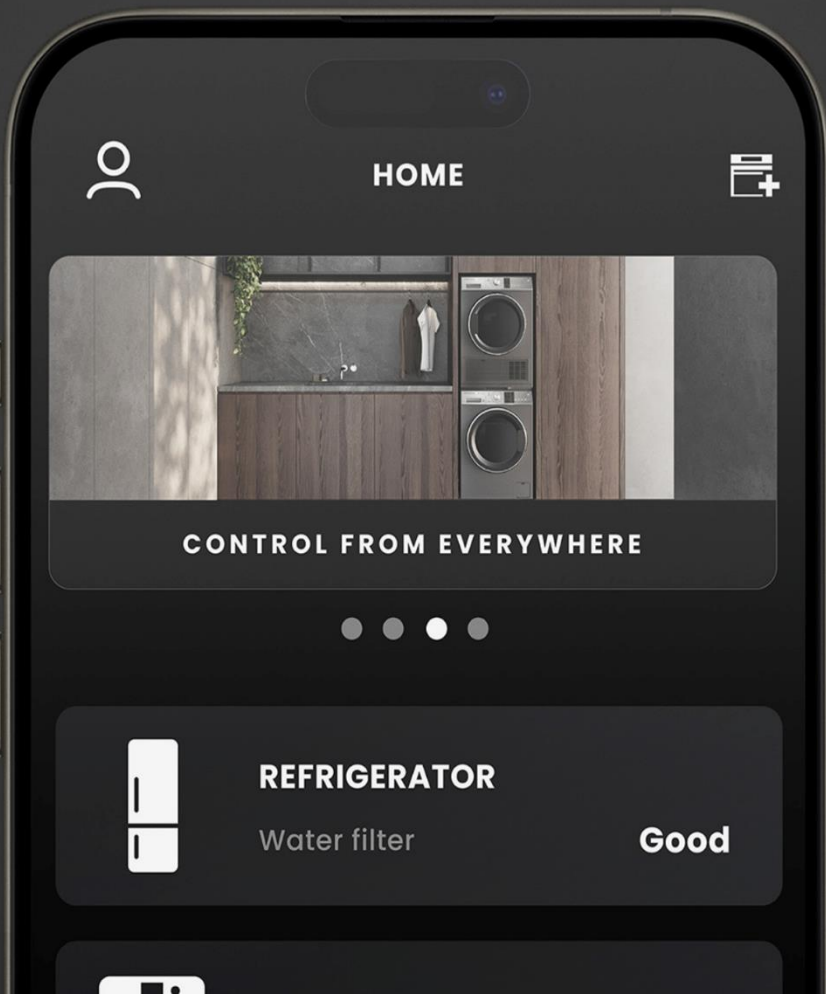
## SMARTHQ™ APP

Manage your Fisher & Paykel connected appliances seamlessly from home, or away. To connect your appliance — download the free Smart HQ™ app from your Apple or Android phone now:



# SMARTHQ ASSISTANT

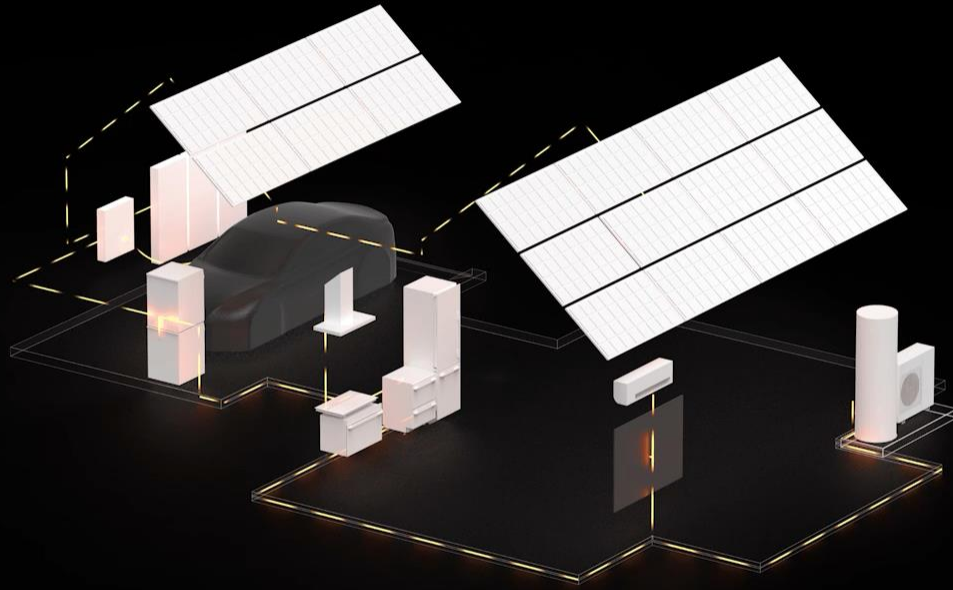




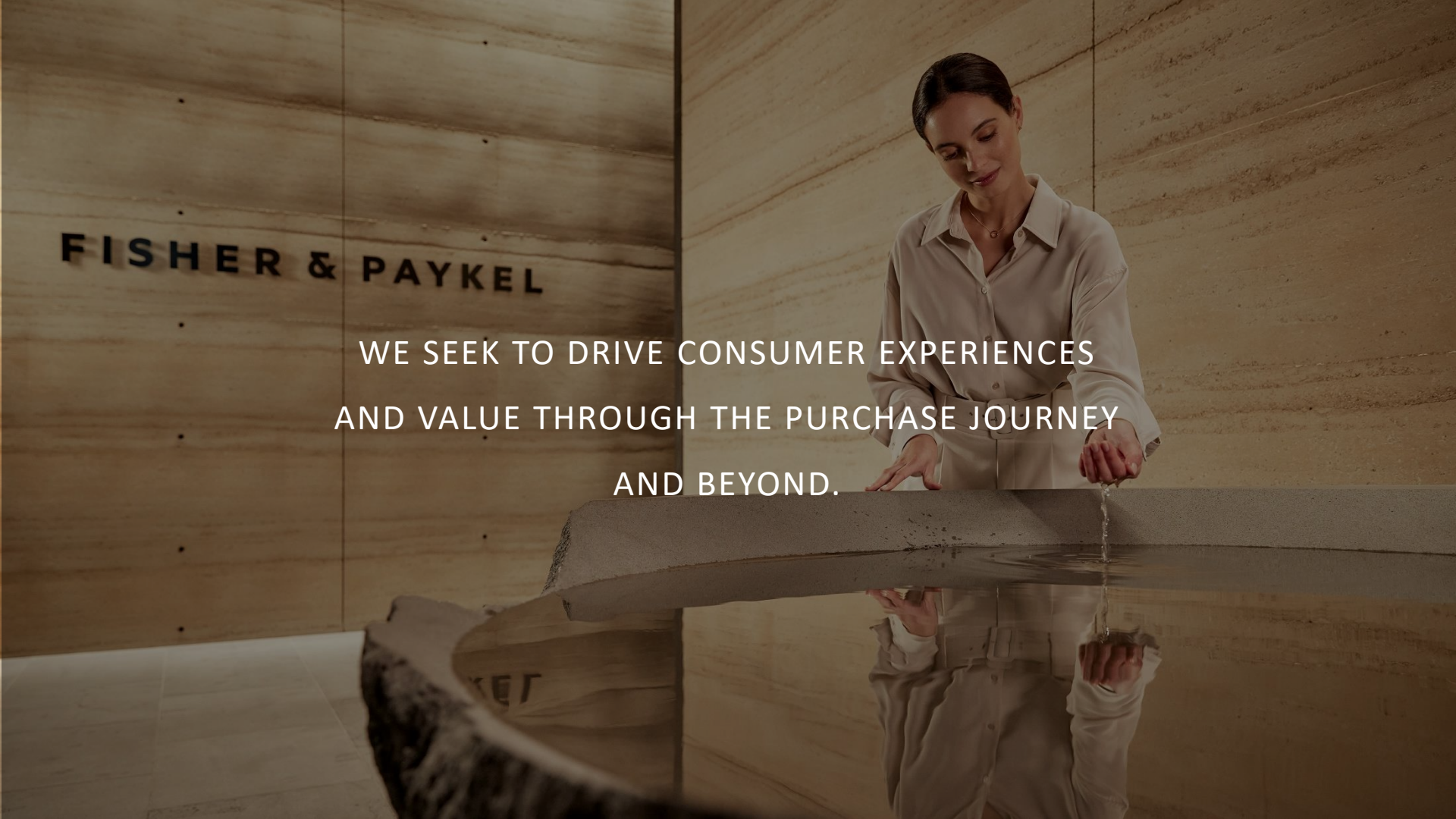
## SMART AND SECURE

SmartHQ™ has become the control platform of choice for several leading global appliance brands. Designed and developed in the USA, it acknowledges that privacy is more important than ever.





Energy Management



FISHER & PAYKEL

WE SEEK TO DRIVE CONSUMER EXPERIENCES  
AND VALUE THROUGH THE PURCHASE JOURNEY  
AND BEYOND.



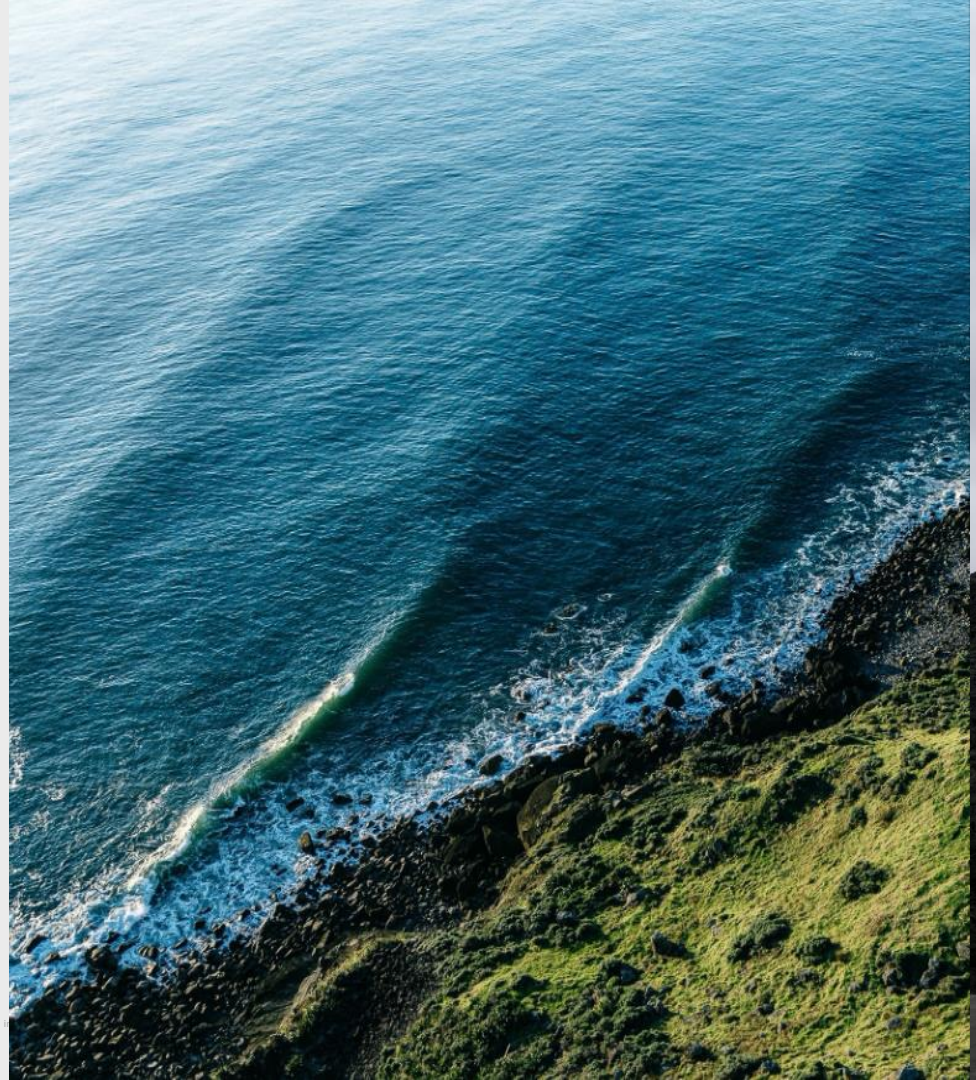


## CONTENT

THE FUTURE IS ZERO DISTANCE WITH OUR  
CUSTOMER: ANTICIPATING NEEDS.

RIGHT TIME AND RIGHT PLACE, TO MAKE LIFE  
EASIER.

RETAIL INNOVATION COMBINED WITH OUR  
LEGACY PRODUCT INNOVATION.







THANK YOU

FISHER & PAYKEL