

## Automotive Recall Management

Industry Standard: We helped define recall best practices that were shared at a 2015 National Highway Traffic Safety Administration industry workshop.

Recalls are “moments of truth” in original equipment manufacturers’ (OEM) relationships with their customers but are challenging and costly to manage. In addition to ensuring that the right owners are identified and reached, OEMs must account for handling customer contact volatility and peak demand while engaging customers to improve completion rates. In order to mitigate safety risks, improve compliance, handle customer inbound inquiries responsively and reduce costs, OEMs need a solution that provides the data and analytics to make real-time adjustments and the operational expertise to manage the customer experience efficiently and effectively.

Our integrated, insight-driven platform combines analytics, technology and services to drive compliance and improve completion rates. By harnessing the power of owner data and leveraging the strength of targeted communications, our advanced recall management strategy provides the automotive industry with a holistic, scalable solution to improve the customer experience and increase brand loyalty.

### The platform helps OEMs:

- Find more customers to contact and schedule more dealer visits
- Drive results from actionable insights about their customers
- Identify specific recall behaviors and attributes by segment
- Create omnichannel campaigns that influence unengaged customers
- Test and measure recall completion incentives
- Enable real-time staffing adjustments to handle contact volume volatility and peak demand
- Leverage insights to create targeting plans and key messaging
- Measure, assess, adapt, recalibrate and optimize ongoing communications

### The integrated platform includes:

#### Recall Analytics

- Predictive Modeling
- Live Call and Text Analytics
- Campaign Optimization
- Forecasting and Measurement
- Safe Haven Data Integration

Vehicles recalled  
increased over 300%  
from 2013-2014

### **Omnichannel Customer Communication Technology**

- Multichannel (Digital, Social, Offline, in application) Real-Time Communication Technology
- Knowledge Base (with self-service)
- CRM, Service and Repair, and Contact History Data Integration

### **On Demand Inbound Recall Inquiry Management**

- Inbound and Outbound Complaint Handling and Escalation
- Rapid Multi-Source Talent Acquisition
- Recall Inquiry-Specific Training and Communication Coaching

### **Multichannel Marketing Recall Repair Campaigns**

- Digital Display Data Targeting (matching owners to banner ads)
- Digital Display Affinity Targeting (social media outreach for known owners)
- Email Marketing
- Dynamic Web Page Design

### **Why TeleTech**

Our automotive capabilities deliver proven results for customers, OEMs, dealers and parts manufacturers. We have a significant automotive practice including over 2,500 auto associates across the globe who manage over 9 million customer interactions per year. In addition, we have extensive experience in the industry, and work with clients to leverage enterprise-wide data assets to help build predictive modeling platforms to direct highly targeted communications. We also implement marketing optimization activities to create more effective interactions and help increase customer loyalty. Our comprehensive automotive industry expertise includes recall management, care services and safety, growth and retention, and lifecycle strategy initiatives, and we have successfully lifted completion rates, improved NPS, and increased customer loyalty for our clients in the automotive industry.