CONCERN DRIVEN REPORTING (CDR)

The CDR system is a database which receives a nightly feed of data from multiple Ford systems. Four of these systems which provide a nightly feed to CDR are:

- Global Contact Center Technology (GCCT) system or "OWNER REPORTS"
- Common Quality Indicator System (CQIS) or "FIELD REPORTS"
- Ford's Global System for Analytics and Reporting (GSAR) or "WARRANTY"
- Quality Net Promoter Score (QNPS) system or "CUSTOMER SURVEYS"

The CDR system created a common data repository to house reports across different systems. To do this, CDR uses both structured and unstructured data. The structured data is used to map from the Source system codes to the CDR commodity codes.

- GCCT - Symptom Code to CDR commodity
- CQIS - Symptom Code to CDR Commodity
- GSAR - Warranty Classification Code (WCC) to CDR Commodity
- QNPS - Symptom Code to CDR Commodity

CDR Commodity Codes are hierarchical codes with up to five levels depending on the commodity.
Two examples are:

- Body – Glass – Backglass - Heated backglass elements
- Chassis - Service Brakes - Air Brake System

Once the structured mapping is completed, CDR then text mines the unstructured data to further qualify the commodity levels within the commodity main level. In addition, CDR uses text mining to assign a CDR symptom(s) to the report.
Two examples are:

- Air in system
- Battery - dead / weak

CDR also utilizes text mining to flag reports for review for the five TREAD significant events of: Fatality - Personal Injury – Fire – Rollover - Property Damage where appropriate.

In responding to this information request, Ford electronically searched the CDR database using the following criteria for subject vehicles:

Selection Summary-1

source system key	GCCT\FMC360; GCQIS Ford; GQRS; MGQRS FORD
make	Ford LM;
model year	2014;
vehicle line	F-150;
commodity category	powertrain;
commodity level 1	transmission;

Reports were then filtered for vehicles manufactured for sale or lease in the United States, District of Columbia, Puerto Rico, Northern Mariana Islands, Guam, American Samoa and the Virgin Islands.

A keyword search was conducted using the criteria below.

Keyword: CONTAINS “LOCK” or
CONTAINS “SKID” or
CONTAINS “SLID” or
CONTAINS “SEIZ” or
CONTAINS “SIEZ” or
CONTAINS “BLEW” or
CONTAINS “WHEELS” or
CONTAINS “TIRES” or
CONTAINS “SUDDEN” or
CONTAINS “UNEXPECTED” or
CONTAINS “DOWN SHIFT” or
CONTAINS “DOWNSHIFT” or
CONTAINS “DROP” or
CONTAINS “TO 1ST” or
CONTAINS “TO 2ND” or
CONTAINS “TO FIRST” or
CONTAINS “TO SECOND”

Those reports identified by the keyword search described here were manually reviewed for relevance.

Selection Summary-2

source system key	GCCT\FMC360; GCQIS Ford; GQRS; MGQRS FORD
make	Ford LM;
model year	2014;
vehicle line	F-150;
commodity category	powertrain;

Reports were then filtered for vehicles manufactured for sale or lease in the United States, District of Columbia, Puerto Rico, Northern Mariana Islands, Guam, American Samoa and the Virgin Islands.

A keyword search was conducted using the criteria below.

Keyword: CONTAINS “TO 1ST” or
CONTAINS “TO 2ND” or
CONTAINS “TO FIRST” or
CONTAINS “TO SECOND” or
CONTAINS “19S07” or
CONTAINS “19S19” or
CONTAINS “16S19” or
CONTAINS “19N01”

Those reports identified by the keyword search described here were manually reviewed for relevance.

A more detailed explanation of the source systems listed is provided below.

OWNER REPORTS

As the agency is aware, within FCSD’s North American Customer Service Operations, there is a Customer Relationship Center (CRC) that is responsible for facilitating communication

between customers, dealerships and Ford Motor Company. Among other things, the CRC handles telephonic, electronic, and written inquiries, suggestions, informational requests, and concerns ("contacts") from Ford and Lincoln-Mercury vehicle owners about their vehicles or sales and service experience. The contacts are handled by CRC customer service representatives who enter a summary of the customer contact into a database known as GCCT (formerly FMC360).

The CRC assigns to each vehicle-related contact report a "symptom code" or category that generally characterizes the nature of the customer contact or vehicle concern, as described by the owner. The CRC does not undertake to confirm the accuracy of the description provided by the owner; they simply record what is reported. Therefore, given the complexity of the modern motor vehicle, it is Ford's experience that a significant percentage of owner contacts do not contain sufficient information to make a technical assessment of the condition of the vehicle or the cause of the event reported. Accordingly, although owner contact reports may be useful in identifying potential problems and trends, the records are not the empirical equivalent of confirmed incidents and/or dealership's diagnosis.

LEGAL CONTACTS

Beginning in early 2008, most consumer complaints and all legal claim processing has been centralized in Ford's Office of the General Counsel within the Consumer Litigation team. A transition has occurred such that all legal contacts (including those formerly handled by "Litigation Prevention") are coordinated through this team.

Prior to the transition, there was a Consumer Affairs Department within FCSD that managed customer concerns which could not be resolved by the Customer Relationship Center (CRC). Among other things, the Consumer Affairs Department had a section, known as "Litigation Prevention," that handled a variety of informal (i.e., non-litigation) claims, such as property damage claims or attorney demand claims.

The Litigation Prevention section had been centralized in the Consumer Affairs Department since 1995, in Dearborn, Michigan. Prior to that time, Litigation Prevention personnel operated on a regional basis. For matters that the Litigation Prevention section handled, there were typically paper files that reflected the handling, investigation and resolution of property damage claims.

The claims, known as "Legal Contacts," are entered into the GCCT database the CRC uses to enter other customer communications. When a customer contact is designated as a Legal Contact, it is so indicated near the top of the contact report.

FIELD REPORTS

Within FCSD, there is a Vehicle Service & Programs Office that has overall responsibility for vehicle service and technical support activities, including the administration of field actions. That Office is the primary source within Ford of vehicle concern information originating from Ford and Lincoln-Mercury dealerships, field personnel, and other sources. The information is maintained in a database known as the Common Quality Indicator System (CQIS). The CQIS database includes reports compiled from more than 40 Company sources (e.g., Company-owned vehicle surveys, service technicians, field service and quality engineers, and technical hot line reports, etc.) providing what is intended to be a comprehensive concern identification resource. As with GCCT contact reports, CQIS reports are assigned a "symptom code" or category that generally reflects the nature of the concern.

CUSTOMER SURVEYS

In 2018, Ford's Voice of the Customer team launched a customer survey system to collect open-ended, verbatim feedback from customers at three (3), twelve (12), and thirty-six (36) months of vehicle ownership. The information is maintained in a database known as the Quality Net Promoter Score (QNPS) system. The QNPS database includes reports from current or former Ford and Lincoln vehicle owners. Each customer who participates in the survey is asked to describe what they like most about their Ford/Lincoln product, what they like the least about their Ford/Lincoln product, and if there is anything else the customer would like to tell Ford.

Prior to the QNPS system, the Global Quality Research System (GQRS) and Management Global Quality Research System (MGQRS) databases collected feedback from customers on their new vehicle experience. The MGQRS database included reports from Ford's management employee lease vehicles until its phase-out in 2014. The GQRS database was replaced with QNPS in 2018.