

# Cadillac STS Recall Outbound Script

JAN 18 AMG

## 1.0 OPENING

"Hello, my name is <Agent Name> and I am calling on behalf of Cadillac with important information about your vehicle. This is not a sales call. May I please speak with <Customer Name>? (If not available - May I speak to another decision maker in the household?) "

**If YES / SPEAKING GO TO 2.0**

**If NO GO TO 3.0**

## 2.0 INTRODUCTION

"Mr. /Mrs. <Customer Name>, the purpose of my call today is to let you know that there is a safety recall affecting your 2006 Cadillac STS". The affected vehicles, including yours, have a condition in which the torque monitoring functions of the electronic throttle control are not enabled. These functions can limit engine speed and torque if unusual engine control module hardware or software failures were to occur. Without these functions enabled, a persistent engine control module failure could result in a throttle opening greater than commanded by the driver and a crash could occur. Please contact your Cadillac Dealer as soon as possible to schedule an appointment for a repair. Your dealer will reprogram the engine control module at no charge. Do you have any further questions or is there anything else I can help you with at this time?"

**If YES PLEASE USE FAQs PROVIDED, THEN GO TO 5.0**

**If NO GO TO 5.0**

## 3.0 NOT CUSTOMER/DECISION MAKER

"Is it alright to leave a message for Mr./Mrs. <Customer Name>?"

**If YES GO TO 4.0**

**If NO GO TO 3.1**

## 3.1 SET CALLBACK

When would be a better time to reach him/her? (call disposition)

Thank you for your time. I'll call back (day/date). Goodbye.

## 4.0 REASON FOR CALL

The reason for my call today is to inform Mr./Mrs. <Customer Name> that their 2006 Cadillac STS is included in a new safety recall. The affected vehicles, including theirs, have a condition in which the torque monitoring functions of the electronic throttle control are not enabled. These functions can limit engine speed and torque if unusual engine control module hardware or software failures were to occur. Without these functions enabled, a persistent engine control module failure could result in a throttle opening greater than commanded by the driver and a crash could occur. Please have Mr./Mrs. <Customer Name> contact their Cadillac Dealer as soon as possible to schedule an appointment for a repair. Their dealer will reprogram the engine control module at no charge. Do you have any further questions or is there anything else I can help you with at this time?"

**If YES                    PLEASE USE FAQs PROVIDED, THEN GO TO 5.0**  
**If NO                     GO TO 5.0**

## **5.0      CLOSING**

“Mr/Mrs. <Customer Name> (or person on call), thank you for your time. You will also be receiving a letter in the mail regarding this safety recall. Cadillac continues to strive for the highest levels of product quality. If you have any further questions please do not hesitate to contact your dealer service department or Cadillac Customer Assistance at 1-800-458-8006 . Thank you again, and have a great day/night!

### **Script – Voicemail**

**If the customer is not home, on the LAST attempt, leave the following message:** “Hello, my name is <Agent Name> and I am calling from Cadillac. I was calling to let you know that there is a new safety recall on your 2006 Cadillac STS. The reason for the safety recall is a condition in which the torque monitoring functions of the electronic throttle control are not enabled. You will also be receiving a letter in the mail regarding this safety recall. Please contact your Cadillac dealership as soon as possible to set up an appointment for a repair. Thank you for choosing Cadillac. If you have other questions, please call 1-800-458-8006.