



Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: January 7, 2015	Source: Aftersales Name: Ben Radzyner Title: Parts & Service Marketing Manager Phone #: (201) 307-4173			Replaces: - Supersedes: -		
Bulletin #: B2-0116-0001R						

Aftersales Recall Completion Rate Outreach

BMW is pleased to announce that effective immediately we will launch a comprehensive customer outreach campaign for customers affected by Takata Passenger-side Front Airbag recalls. Utilizing tools such as social media, email and direct mail campaigns, and a strong web advertising presence, with your help we hope to increase the current recall completion rate of the Takata Passenger-side Front Airbag recall. We will focus initially only on the nearly 120,000 open recall customers who own MY2000-2002 BMW 3 Series (E46) with an un-remedied passenger-side front airbag recall.

Communication Channels:

- Customized Direct Mail & eMail – Utilizing both BMW CRM Data and Dealer Product Services (DPS), we have created customized emails and mailers that we will use to notify your customers. These communications will include online scheduling links as well as basic information about the importance of the recall. Since these communications are a follow up to the NHTSA-required First Class letter mailing we performed in 2013 to 2015, we have sourced all available email addresses for impacted customers and will focus on this channel.
- Telephone Calls –BMWNA will activate a call bank to proactively reach out to customers to schedule their service visit. Customers will be called up to 6 times (3 times per available phone number, or 4 times per single available phone number) if not reached on the initial call. A Voicemail with call back information will be left on the first and last attempt.
- Micro Targeted Online Media –BMWNA will activate an online campaign that will utilize Search Engine Marketing, Display Banners, Mobile Marketing, Video, and Social Media.

Attached you will find samples of the email and direct mail communication for your reference. We will be staggering the communications over a 90 to 120 day schedule.

Recall Best Practices:

Managing your customer’s expectations during the recall process is key. Please see the attached best practices which will help you address your customers’ concerns when they schedule appointments and/or come in for the repairs. Also, please make sure to watch Training Course BMW OL5073 - Customer Experience: Managing a Recall on TMSI. This course will provide you and your staff a great overview of how to work with the affected customers.

What you need to do to get started:

If you want us to contact the affected customers in your area on your behalf, do nothing! We will enroll and contact your customers over the next few months. Our goal will be, that when we contact customers on your behalf, we will schedule these appointments into your online scheduling tool if you provide us the ability to **do so**. **If you do not want us to contact affected customers in your market area, please email aftersalesbdm@bmwna.com, stating that your center wishes to Opt Out by 1/31/2016.**

Related Contacts:

Ben Radzyner	Parts & Service Marketing Manager	(201)-307-4713	Benjamin.radzyner@bmwna.com
Courtney Budd	Sr. Aftersales CRM Specialist	(201)-307-4081	Courtney.budd@bmwna.com



BMW Service
Dealer Name Here



RECALL NOTICE.

[▶ Contact Us](#)

PLEASE CONTACT US TODAY TO SCHEDULE YOUR FREE PASSENGER-SIDE AIRBAG SERVICE.

<Month 00, 0000>

<VIN: xxxxxxxxxxxxxxxxxxxxxx>

Dear <First Last>,

Your <20XX> BMW <model> is included in our Takata Passenger-side Front Airbag recall. As part of this recall, we will replace your passenger-side airbag module **free of charge**.

URGENT: Please call us today to schedule your appointment, and be ready to provide your VIN (listed above).

We need to hear from you. You and your passengers' safety and security is our greatest concern.

Sincerely,
<BMW Manager Name>
<Title>

Service Department Hours:
<Service Hours>
<Service Hours>
<Service Hours>



VARIABLE



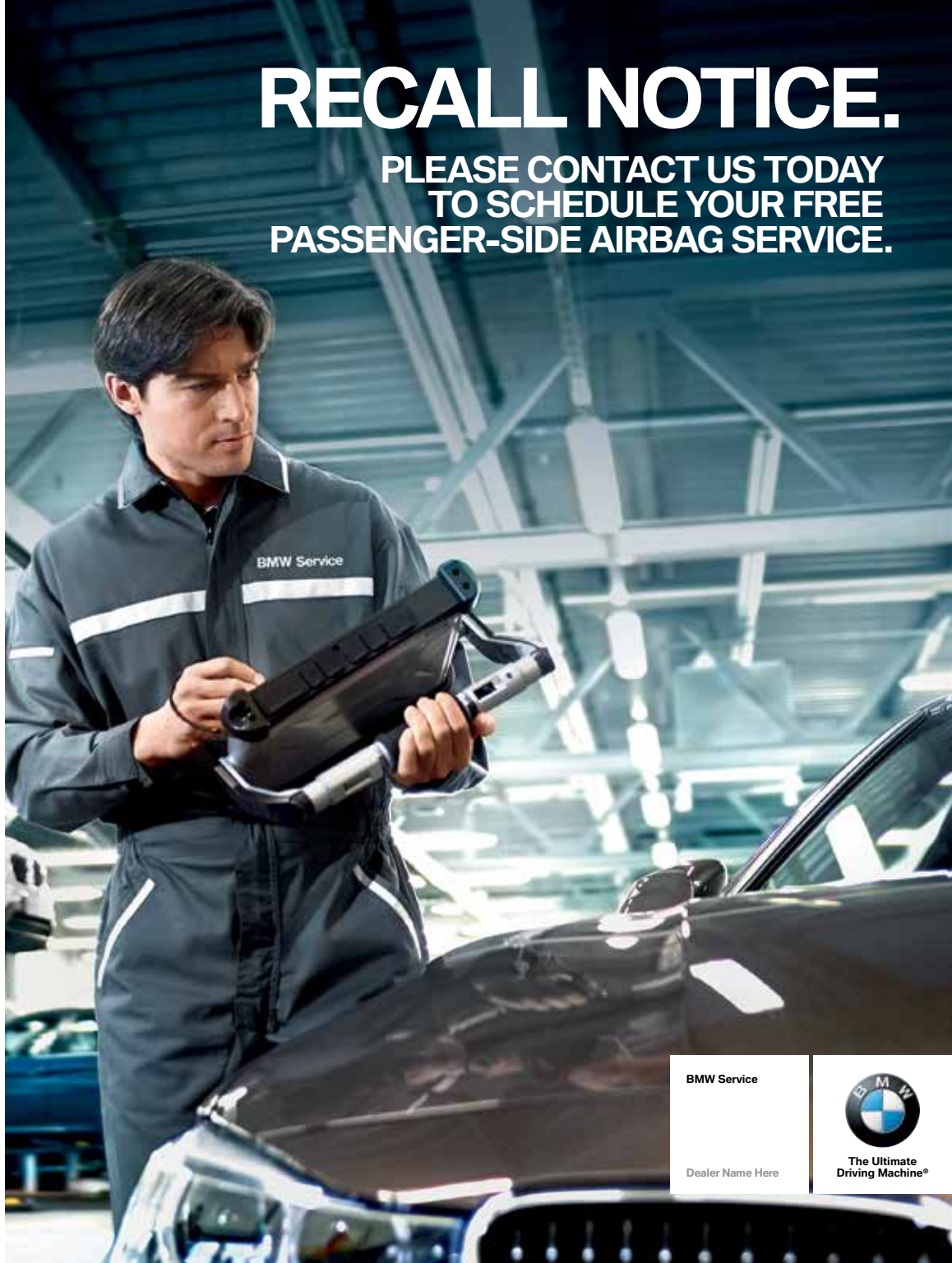
<CODE>

FPO
INDICIA

ADDRESS INFO HERE

AN IMPORTANT RECALL NOTICE
FROM <BMW CENTER>.

<BMW Center>
<Street Address 1>
<Street Address 2>
<City, State Zip>
<000-000-0000>
<BMWcenteruri.com>



RECALL NOTICE.

PLEASE CONTACT US TODAY
TO SCHEDULE YOUR FREE
PASSENGER-SIDE AIRBAG SERVICE.

BMW Service

Dealer Name Here



The Ultimate
Driving Machine®



AT YOUR SERVICE

<BMW center name>

<Street Address 1>

<Street Address 2>

<City, State Zip>

<000-000-0000>

<BMWcenterurl.com>

<BMW center> provides:

- <Custom field 1>
- <Custom field 2>
- <Custom field 3>
- <Custom field 4>
- <Custom field 5>

Service Department Hours:

<Service Hours>

<Service Hours>

<Service Hours>



<Month 00, 2015>

<VIN: xxxxxxxxxxxxxxxxx>

Dear <First Last>,

Your <20XX> BMW <model> is included in our Takata Passenger-side Front Airbag recall. As part of this recall, we will replace your passenger-side airbag module **free of charge**.

It is urgent that you have this service completed as soon as possible. Please call us today at <000-000-0000> to schedule your appointment, and be ready to provide your VIN (listed above).

We need to hear from you. You and your passengers' safety and security is our greatest concern.

Sincerely,
<BMW Manager Name>
<Title>

¹ Source: [U.S. Dept. Of Transportation-National Highway Traffic Safety Administration] Traffic Safety Facts; Pg 6, Table 4.

² Source: [Casiday, R.; Frey, R.] Gas Laws Save Lives: The Chemistry Behind Airbags; Pg 1, ¶ 6, Ln 2.

³ Source: [Casiday, R.; Frey, R.] Gas Laws Save Lives: The Chemistry Behind Airbags; Pg 1, ¶ 1, Ln 6.

⁴ Source: [U.S. Dept. Of Transportation-National Highway Traffic Safety Administration] Traffic Safety Facts; Pg 6.

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<CODE>

DID YOU KNOW?

- An estimated **36,976 lives have been saved** by frontal air bags between 1987 and 2012.¹
- Airbags **aren't inflated with air at all**. A series of chemical reactions fills the bag with nitrogen gas.²
- Airbags deploy and inflate within **40 milliseconds**.³
- By 2012, there were an estimated **190 million airbag-equipped passenger vehicles** on the road.⁴

Best Practices for Managing a Recall

Customer Experience: Managing a Recall



1. Assure seamless scheduling and be prepared for the consultation.
 - a. Offer the customer a choice when scheduling the appointment.
 - i. “Do you require an appointment during peak hours or would a time after 9 am work for you? Great, we have reservations available at _____ or _____ or would a little later be more convenient for you?”
 - b. Set and manage expectations.
 - i. “The repair is expected to take (insert time), will you be waiting in our client lounge with WiFi access or would you like us to provide alternate transportation, like our executive chauffer service?”
 - ii. “We have your vehicle slated to be repaired at 10 am, I will call you shortly thereafter if we find anything else. If you don’t hear from me this morning then we are going forward with the repairs as explained. I expect the vehicle to be ready at (insert time). I’ll call you this afternoon to update you on the status.”
2. Promptly greet the customer and conduct a walkaround of the vehicle.
 - a. Open the door for them and greet the customer by name, if possible
 - b. Compliment them on their vehicle while conducting the walkaround
3. Create a premium experience.
 - a. Examples:
 - i. Refer to them name, when possible
 - ii. Provide quick and easy service
 - iii. Offer a complimentary beverage
 - iv. Offer a free Multi-Point Inspection, Vehicle Safety Check, or Spring/Winter Vehicle Check
 - v. Fix it right the first time
 - vi. Place a bottle of water in the vehicle after service
 - vii. Wash and vacuum the vehicle
 - viii. Include a lifestyle brochure
 - ix. If empowered to do so include a small item (e.g. wheel cleaner gel)
4. Capture/Confirm up to date client information
 - a. Ensure the scheduling coordinator captured the correct name, address, and phone number
 - b. Ask for their preferred method of contact
 - c. Ask to be their “home” dealership and explain the benefits of doing so
5. Assess their needs and offer additional services, if appropriate
 - a. Ask the customer questions to determine their needs

Handling Upset Customers

Customer Experience: Managing a Recall



Best practices and sample statements for handling an upset customer:

1. Stay calm and listen to their complaint.
 - a. Take notes – this may cause them to speak slower and calm down
 - b. Prove you are listening by nodding and reaffirming what they say
2. Be empathetic.
 - a. Put yourself in their shoes, how would you feel if this were your car?
 - b. You might say, “I apologize, I know this must be very frustrating”.
3. Explore solutions.
 - a. Validate their feelings and explore solutions together.
 - b. For example, “I completely understand, I would feel the same way. What can I do to make this easier for you?”
4. Repair the issue as soon as possible.
 - a. Remember to ‘fix it right the first time’
 - b. Your relationship with the customer may also need attention. For example, “I understand this must be very frustrating. While you wait, here is a free...
 - i. Coffee
 - ii. Water
 - iii. Voucher for an item at the café
 - iv. Vehicle safety check
 - v. Car wash
 - vi. Accessory item
5. Follow up.
 - a. Ask for the customer’s preferred method of contact and be sure to follow up with key information, such as when the vehicle will be ready, additional repairs that may be needed, etc.