

Professional Greeting -Be upbeat and professional -Establish yourself and where you're calling from and who you want to speak to	<i>Hello, this is [Agent's name] from the [Brand] Recall Resolution Team. Am I speaking with [Customer's name], the owner of a [vehicle]?</i>	Yes (2)	Not Home (3)	No (4)	Wrong Number (5)	
Build Rapport -This can be as simple as asking a question about the customer -The goal is to build some rapport for the call	<i>Great! How are you today? I am calling you because (Brand) has issued a safety recall on the airbag(s) in your vehicle. Are you familiar with this Safety Recall and how it affects your vehicle?</i>	Yes (6)	No (18)			
Purpose of the Call -Identify why you are calling -Provide some background on the reason for the recall	<i>Thank you. Do you know what would be the best time to reach them? Thank you. Can you please tell me what happened to the vehicle? Thank you. Which number(s) is/are wrong? As you know, it is an urgent matter that requires your attention, and [Brand] has parts available to repair your vehicle, FREE of charge. May I please confirm your full name? May I please confirm your address? May I please confirm your contact information? (home, mobile, email address?)</i>	Yes (10) Scrapped (11) (11)	No (11) Stolen (11)	Exported (11)	Never Owned (11)	Sold (12) If yes, note best time for callback Note current status of vehicle Update wrong number(s)
Highlight the Solution Reinforce No Cost for Recall Repairs	<i>Our Technicians have the tools and expertise to perform this/these FREE repair(s), and will replace your affected airbags. This is not something that a local mechanic or quick oil change establishment can do. What I am going to do is call the dealer of your choosing and help make a repair appointment. What dealer would you like to have the work performed at? What day and time works best for you? Great. I will try again at that time. In the meantime, I'd like to leave an important message. Can you please have [Customer's name] call the [Brand] Recall Resolution Center at [phone number]. There is an urgent airbag safety recall on their [vehicle]. Thank you for your time today, and have a great rest of your day. Would you happen to know the new owner's name and/or contact information? Would you happen to know the new owner's address? May I ask when and where the repair was completed? Thank you for scheduling time out of your day to get the recall repair completed. Once it is done, you'll have added assurance for your safety and that of your passengers. May I please ask why you are unable to schedule a repair appointment today? May I please ask why you are unwilling to schedule a repair appointment today?</i>	(7) (8) (9)				Update customer name Update customer address Update customer contact information
Reiterate the Solution -Explain what is included in the recall Repeat No Cost for Recall Repairs Ask for the Appointment	<i>Thank you for your time today, and have a great rest of your day. Would you happen to know the new owner's name and/or contact information? Would you happen to know the new owner's address? May I ask when and where the repair was completed? Thank you for scheduling time out of your day to get the recall repair completed. Once it is done, you'll have added assurance for your safety and that of your passengers. May I please ask why you are unable to schedule a repair appointment today? May I please ask why you are unwilling to schedule a repair appointment today?</i>	Already Repaired (14)	Warm Transfer (15)	Set Own Appointment (16)	Unwilling to Participate (17)	
When You Get to "Yes" -Confirm correct decision	<i>Thank you for your time today, and have a great rest of your day. Would you happen to know the new owner's name and/or contact information? Would you happen to know the new owner's address? May I ask when and where the repair was completed? Thank you for scheduling time out of your day to get the recall repair completed. Once it is done, you'll have added assurance for your safety and that of your passengers. May I please ask why you are unable to schedule a repair appointment today? May I please ask why you are unwilling to schedule a repair appointment today?</i>	(11) Yes (13) Yes (11) (11)	No (11) No (11)			Update customer name and contact information Update customer address Note details of recall repair (dealer and date)
Explain the Serious Nature of this Safety Recall NOTE: Use your Resources if asked questions about the recall. It is important not to guess or speculate on recall details Ask for the Appointment	<i>This safety recall is a serious matter. The air bag inflator(s) in your vehicle could explode during an air bag deployment, even at low speeds, causing metal fragments to strike the driver or passengers in the vehicle, resulting in serious injury or death. It is extremely important to repair your vehicle to ensure the safety of you and your passengers. I would like to schedule a repair appointment for you right away. I completely understand. Going without your vehicle is a big imposition. We do apologize for the interruption to your day - however, I am sincerely concerned for your safety. Repairs take only about an hour to complete - and there's no cost to you for the parts or the service...the Safety Recall is completely free of charge. I am very concerned for your safety. I would like to schedule an appointment today.</i>	Not a Priority (18) Not a Priority (18)	No Time (18) No Time (18)	Need My Car (18) Need My Car (18)	Don't Want to Visit Dealer (19) Don't Want to Visit Dealer (19)	Other (18) Other (18) Note details of preferred dealer and appointment timing; options for dealer escalation (Dealer did not answer)
Empathize and Apologize for Inconvenience Establish Expectations Repeat No Cost for Recall Repairs Ask for the Appointment	<i>Our goal is to make this as convenient as possible for you. This is not a marketing gimmick. I can even inquire with the dealer and see what transportation options are available. Remember, this is an airbag recall. Even during a low-speed collision, the airbag inflator could explode, causing serious injury or death. This is not something you should wait on. Please let me make an appointment for you today. What date and time works best for you? I understand. So I can note update your file, may I please ask you what it would take to have you bring your vehicle in for repair?</i>	Yes (9)	No (20)			
Explain the Serious Nature of this Safety Recall NOTE: Use your Resources if asked questions about the recall. It is important not to guess or speculate on recall details Ask for the Appointment	<i>Our goal is to make this as convenient as possible for you. This is not a marketing gimmick. I can even inquire with the dealer and see what transportation options are available. Remember, this is an airbag recall. Even during a low-speed collision, the airbag inflator could explode, causing serious injury or death. This is not something you should wait on. Please let me make an appointment for you today. What date and time works best for you? I understand. So I can note update your file, may I please ask you what it would take to have you bring your vehicle in for repair?</i>	Yes (10)	No (21)			Note details of customer sentiment