

MOPAR > Communications

Launching Alternative Customer Data! New Information To Help You Complete Takata Recalls

By **Mopar** on Tuesday, February 06, 2018

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ALTERNATIVE CUSTOMER DATA --TAKATA SAFETY RECALLS

ADDITIONAL CUSTOMER INFORMATION ADDED TO THE GLOBAL RECALL SYSTEM

In an effort to drive increased recall completion, we have launched new customer information now available in the Global Recall System within DealerCONNECT!

TAKATA CAMPAIGN "ALTERNATIVE CUSTOMER DATA"

FCA has released a change to the Global Recall System (GRS) within DealerCONNECT. Effective in February, dealers will now see alternative customer information for Takata campaigns (R25, R26, R37, R49, S14, S15, S43, and S92) alongside existing FCA "COIN" data. This will be displayed when downloading the VIN, address, phone number, and zip code files from within the GRS system. (GRS can be found by going to DealerCONNECT > Recall Central > Global Recall System.)

WHAT "ALTERNATIVE CUSTOMER DATA" IS AND WHERE TO FIND IT

"Alternative Customer Data" is customer information that has been received through additional methods and resources such as utility and service provider records, web crawling, and social media outlets. Customer data that differs from the contact information found in FCA "COIN" databases will now be displayed within the owner lists in the part number column as shown below. While all data listed as "alternative Customer Data" is a possible avenue to reach the customer, it may not be confirmed contact information.

Global Recall System - Owner Information with Address
Recall Code - S43 Dealer 6

Notice the additional contact info listed for the same VIN.

Alternative data notated in the part number column.

Recall VIN lists may contain confidential, restricted, or otherwise protected information from various states. Use of this information is prohibited.

This list contains incomplete vehicles only.

VIN	Owner Name	Street Address	Phone Number	Part Number
1A8HW5820	R A FORD			CBXZS42AA
1A8HW5820	R FORD			ALTERNATIVE CUSTOMER DATA
1A8HW58207	R FORD			ALTERNATIVE CUSTOMER DATA
1A8HW58207	R FORD			ALTERNATIVE CUSTOMER DATA

HOW TO USE "ALTERNATIVE CUSTOMER DATA"

Please utilize this alternative data to supplement your outreach to owners impacted by these Takata air bag campaigns via mail and phone.

Remember to update owner information within DealerCONNECT if you are able to reach an owner and confirm the alternative contact information. Simply go to DealerCONNECT > Service Tab > "Customer Information" > "Corrections and Change of Address." Changes here will update FCA's "COIN" system so that future mailings (including through OnDemand) and outreach can more effectively reach the owner.

FCA appreciates your continued support on these campaigns!