

Product Quality and Service Support, Quality Compliance
Published: March 15, 2018

Toyota Motor Sales, USA, Inc.
6565 Headquarters Drive
Plano, TX 75024
(469) 292-4000

Approved By: Tom Trisdale

Vice President, Product Quality and Service Support

To: All Toyota Dealers
From: Quality Division – Product Quality and Service Support

*** IMPORTANT INFORMATION ***
Takata Airbag Inflator “Customer Outreach Program”- March 2018 UPDATE

Refer to the outreach communication shown below for more information.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.

IMPORTANT INFORMATION

Takata Airbag Inflator “Customer Outreach Program” – March 2018 Update

Safety Recall completion is critical to deliver on our commitment and obligation to customer safety and satisfaction. In order to further enhance customer awareness and completion of the Takata Airbag Inflator Safety Recall, Toyota initiated the “Toyota Safety Recall Outreach Program” in December 2014. **The Customer Outreach Program employs a variety of communication methods designed to contact customers and encourage them to have their Takata Airbag Inflator Safety Recall repair completed.**

Currently, Toyota is conducting outreach on certain vehicles involved in all of the Takata recall campaigns. The outreach program continues to expand for additional model and model year vehicles based on timing since launch of remedy and considering the availability of parts. As a reminder, parts are available and the remedy is open for all models and model years currently under recall for the following recall campaigns: E04, DSF, F0L, G0P, G0R, H0A, J0A, J0B, and J0C.

The following serves as an update to the program and the vendors involved, as well as an overview of the program for newer dealership staff who may not be familiar with the program.

Safety Recall Outreach Program

The purpose of this program is to:

- Expedite recall completion
- Contact customers that are difficult to reach using traditional methods
- Provide customers with enhanced support and answers to common questions
- Assist customers in scheduling appointments with their preferred dealer

In order to facilitate this program, Toyota is partnering with IHS Markit and Shift Digital, two experienced customer service providers. IHS and Shift Digital will implement Customer Outreach and staff the Toyota “Safety Recall Resolution Team” (SRRT) going forward. The Toyota SRRT will use the following methods aimed at assisting customers in scheduling appointments for their Takata Airbag Inflator Safety Recall repair with an authorized Toyota dealer through:

- Pre-recorded phone messages
- Email communications
- Live agent outreach phone calls
- Social media advertisements
- Digital display advertisements
- Designated hotline, staffed by specifically trained Toyota SRRT agents
- Takata Safety recall specific websites
- A series of mailers designed to encourage customers to have their vehicles repaired
- Assisting customers with scheduling an appointment with their preferred dealer
 - o **Appointments, where possible, will be scheduled using a dealer’s online scheduling system, when available.**
 - o Dealers who do not have an online scheduling system will have customers “warm transferred” to them by an SRRT agent.

When requested, please work together with the Toyota Recall Resolution Team to schedule the earliest appointment for the customer.

Attached are updated FAQ’s; please share this information with appropriate members of your dealership team. As new emails and mailers are created by the new vendors, Toyota will provide samples so dealerships can see the communications we will be sending to customers.

Thank you for your commitment to industry leading customer satisfaction and your entire dealership staff’s efforts to maximize all Safety Recall completions.

FAQs

Title: Takata Airbag Inflator Safety Recall Outreach Program

Q1: What is a “Safety Recall Outreach Program”?

A1: In December 2014, Toyota initiated the Takata Airbag Inflator “Toyota Safety Recall Outreach Program” The Customer Outreach Program employs a variety of communication methods designed to contact customers and encourage them to have their Takata Airbag Inflator Safety Recall repair completed.

In March 2018, Toyota changed vendors for the Safety Recall Outreach Program. The new vendor will continue to identify themselves as the Toyota Safety Recall Resolution Team.

Q2: What is the purpose of the Safety Recall Outreach Program?

A2: The goals of this program are to:

- Expedite Takata airbag inflator recall completion
- Contact customers that are difficult to reach using traditional outreach methods
- Provide customers with enhanced support and answers to common questions
- Assist customers in scheduling appointments with their preferred dealer

Q3: What can our customers expect from the Toyota Safety Recall Outreach Program?

A3: In order to facilitate this program, Toyota is partnering with IHS Markit and Shift Digital, two experienced customer service providers. IHS and Shift Digital will implement Customer Outreach and staff the Toyota “Safety Recall Resolution Team” (SRRT) going forward. The Toyota SRRT will use the following methods aimed at assisting customers in scheduling appointments for their Takata Airbag Inflator Safety Recall repair with an authorized Toyota dealer through:

- Pre-recorded phone messages
- Email communications
- Live agent outreach phone calls
- Social media advertisements
- Digital display advertisements
- Designated hotline, staffed by specifically trained Toyota SRRT agents
- Takata Safety recall specific website
- A series of mailers designed to encourage customers to have their vehicles repaired
- Assisting customers with scheduling an appointment with their preferred dealer
 - o Appointments, where possible, will be scheduled using a dealer’s online scheduling system, when available.
 - o Dealers who do not have an online scheduling system will have customers “warm transferred” to them by an SRRT agent.

When requested, please work together with the Toyota Recall Resolution Team to schedule the earliest appointment for the customer.

Q4: What information will the Toyota SRRT gather from customers?

A4: The Toyota SRRT will:

- Verify owner information including address, email, and phone number for future notifications
- Confirm whether or not the vehicle has been remedied
- Assist customers with non-repaired vehicles in locating a dealer and scheduling an appointment

The Toyota SRRT will **not be gathering** Social Security Number, Credit Card Number, or other sensitive personal information from the customer.

Q5: Will the Toyota SRRT schedule appointments for my dealership?

A5: The Toyota SRRT will ask customers for their preferred Toyota dealership. If the customer does not have a preferred dealer, the SRRT will provide a list of dealers in the area. Next, if the customer

agrees, the SRRT will attempt to schedule an appointment at the chosen dealer using the chosen dealer's online scheduling tool (if available). If no online scheduling tool is available, the SRRT agent will contact the customer's chosen dealership via telephone and warm-transfer the customer (hand the customer over to a dealer representative that can assist with scheduling an appointment). **When requested, please work together with the Toyota Recall Resolution Team to schedule the earliest appointment for the customer.**

When calling a dealership, you may see the following phone numbers appear on your caller ID. These numbers should be trusted as coming from the SRRT; please answer them and route them to the appropriate department within the dealership to assist in scheduling a repair appointment.

Toyota - (815) 957-4585

Scion - (815) 957-4604

Q6: What times will the Toyota SRRT be making phone calls to customers?

A6: The Toyota SRRT will be placing calls between 8am and 8pm, customer local time, Monday through Saturday. **However, customers may contact the SRRT directly at 1-888-324-3502, Monday through Friday 8am – 11pm EST and Saturday 8am - 8pm EST.**

Q7: Will the Toyota SRRT be contacting customers whose vehicles have previously been remedied?

A7: No. SRRT will only outreach to those customers who have not had their vehicle repaired based on available warranty claim data. The SRRT obtains a daily feed of warranty claims to ensure they have the most up to date repair information for each vehicle.