

Basic call flow:

Initial call attempt.

Email recap (or initial email if you had to leave a VM)

Initial call attempt 2 & 3 as needed.

Once you make contact with the customer you will find out what dates work best for an appointment.

Set this appointment up with the SERVICE MANAGER (not the scheduling people)

Let the SM know that this is a Campaign and we would like to set the customer up with a loaner for this appointment.

Confirm with customer that the appointment has been set.

Put case in pending, if needed.

reach out to cust a few days before appt, make sure they are going to be there.

verify that campaign has been done.

close case.

Any time you are speaking with the customer, gather the feedback:

Have you ever received a notice in the mail for a campaign/ recall?

Was that effective?

Would you prefer a different method of communication for notices (email, text, phone call)?

Was this phone call a more effective way to get you to get the campaign done?

you do not need to ask these questions in order, or verbatim but in conversation, get the feedback from the customer about preferences.

Hello, May I speak with _____.

Great, I'm _____ calling from Hyundai Motor America. We occasionally perform vehicle campaigns and recalls as a part of our continuous efforts to improve vehicle quality.

Can you confirm if you are still the owner of a Hyundai _____?

No: Thank you for being a Hyundai customer and for your consideration. Have a great day.

Yes: Excellent, your vehicle's VIN is listed as a part of campaign/Recall _____. During the course of this service your (CAMPAIGN NAME) will be completed at no charge to you. The inspection and part replacement should only take a couple of hours, and if you would be willing to participate, we will provide you with a loaner vehicle for the day to ensure you are accommodated for your time.

Would you be willing to help support our quality efforts? The appointment will take place on (DATE) at your local Hyundai dealer (Dealer Name _____).

Yes: Wonderful, thank you very much for your support. We will contact the dealer and add you to their schedule. If you could arrive at (time) on ____ day (month)____ that will be great. May I send you a confirmation email? (Confirm email address)

No: Thank you for being a Hyundai customer and for your consideration. Have a great day.