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Communication

Title Is Your Dealership Recall Ready?

Start Date: 9/4/2015 1:46 PM

End Date

12/31/2015 12:00 AM

Note: All times are EST

Message

RECALLREADY

Are You Recall Ready?

Attn: Dealer Principal, General Managers, Sales Managers, Service Managers, Parts Managers

How we handle recalls for our customers is important. All dealership employees – including after sales p must understand the importance of recalls and how they contribute to the overall customer experience.



Workshop – Recall Ready is an in-dealership workshop to help you better manage recalls and create outstanding customer experiences.



Job Aids – Recall Ready features a number of employee job aids that outline responsibilities and actions to take with customers, including answers to common recall questions.



Web course – Recall Ready web course (required for Certification) will be available in early Q4 for all dealership personnel to complete.

The **Recall Ready** workshop focuses on the steps needed to m recalls a positive experience for customers. This 45-60 minute dealership course is presented by Area Service Managers and i available to all dealerships.

Upon completion of Recall Ready, participants will be able to:

- Define the importance of recalls
- Explain campaign types
- Consistently communicate campaign details, as outlin official notices
- Define the scenario (campaign type/part availability) ; the appropriate word track
- Define when to offer alternative transportation (if req
- Identify marketing tools/opportunities to reach out tc customers

Starting in early Q4 of 2015, the FCA Performance Institute is p to launch a Recall Ready web course (**required for Certification**) self-study course is for all dealership positions and is an ideal v get new employees up to speed on the importance of recalls a customer experience. Watch for additional details to follow.

For more information, contact your Business Center or go to ti Performance Institute Learning Center and download Recall Re resources and job aids.

Sincerely,

FCA Performance Institute



Attachments [Recall Ready.pdf](#)

RECALLREADY

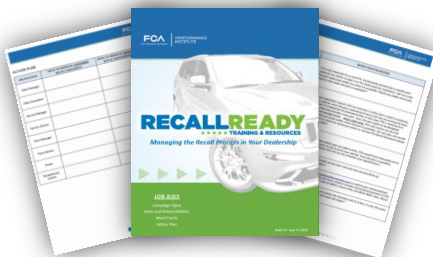
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Upon completion of Recall Ready, participants will be able to:

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- Explain campaign types
- Consistently communicate campaign details, as outlined in official notices
- Define the scenario (campaign type/part availability) and use the appropriate word track
- Define when to offer alternative transportation (if requested)
- Identify marketing tools/opportunities to reach out to customers

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File Attachment Information

File Size (MB)	File Name
0.52	Recall Ready.pdf