

# Customer Contact Script Template: HCU & Brake Fluid Field Study Project

<b>Customer Name:</b>	
<b>Location:</b>	
<b>Phone:</b>	
<b>VIN#</b>	
<b>MY &amp; Model</b>	
<b>SR Number:</b>	
<b>Description:</b>	Campaign Name = HCU & Brake Fluid Field Study Project SAP Name = ABS HCU-Fluid Project (Products Legal)

## **Phone Effort Guidelines**

- Add Notes for time/date of call placed, missed, or received, as well as if a voicemail was delivered
- Request that the Customer or Dealer calls you direct, please leave your contact information (Name and Desk Phone) with any messages delivered
- **Before calling...**
  - Review Talon Dealer records, if any
  - Review Warranty information, if any
  - Review Contact System info, if any
  - All customer's data will be reviewed by LBO prior to call being made. Will call dealer only if necessary.
  - Make sure you know the Model Year and model of the bike in question

## **Part 1: Script for the Customer conversation.**

Hi – this is \_\_\_\_\_, I'm an engineer at the Harley-Davidson Motor Company in Milwaukee. As part of our quality control/improvement efforts, we're conducting a study to gather ABS module reliability data following routine brake fluid maintenance schedules. In reviewing our dealer/customer call logs, we see that you have completed routine brake fluid maintenance at your dealer on your (MY) Touring motorcycle.

## **Participation in an ABS HCU and Brake Fluid Field Study**

- Would you be willing to participate in a study? The study would require a trip to an Authorized Harley-Davidson Dealership of your preference and would include:
  - New ABS Hydraulic Unit (\$ xxx Retail)
  - ABS Service with Digital Tech
  - Brake fluid system flush
  - Maintenance Service valued at (\$ 150.00) verify
  - Time required for service at dealership approximately ( xx hour/day)

- Which Authorized Harley-Davidson Dealership would you prefer to complete your work?
  - We'll contact that dealer and authorize the work
  - And have your preferred dealer contact you for an appointment
- Can you complete this within a (one-two-? Week time period?)
- What is the best number/time to reach you with questions?

If you have a few minutes, we would like to hear a little bit about the type of routine maintenance that you or your dealer perform with respect to maintaining your motorcycle brake system.

**Maintenance Related Questions:**

- Are you the original owner?
- Who maintains? How often?
- Aware of maintenance schedule?
- *How do you perform brake maintenance? Service Manual?*
- H-D brand or other fluid

**Water intrusion related questions:**

- Have you regularly ridden this motorcycle in the rain?
- How often would you say you wash your bike?
- Do you use a high-pressure wand like at car wash?

Is there anything else you'd like us to know about that experience - or are there any other questions about your motorcycle?

**Closing:**

Thank you for your time and for your participation in this study. We will contact the Authorized Harley-Davidson Dealership you identified and authorize the work. We will have the dealer contact you for an appointment

If you have any questions regarding what we discussed, my name is \_\_\_\_\_ and I can be reached at my desk at \_\_\_\_\_.

Thank you for your time and participating in this project.

**Part 2: Script for the Dealer conversation.**

<b>Dealer Name:</b>	
<b>Dealer Number:</b>	
<b>Location:</b>	
<b>Service Manager Name:</b>	
<b>Phone:</b>	
<b>VIN# &amp; SR Number:</b>	See above

<b>Customer Name &amp; Number:</b>	See above
<b>Authorization Number:</b>	
<b>Shipping Tracking Number:</b>	
<b>Description:</b>	HCU & Brake Fluid Field Study Project

- **Before calling...**
  - Fill in customer preferred Authorized Harley-Davidson Dealer information, which can be found in GDIS, or request assistance as preparation for the dealer call

Hi – this is \_\_\_\_\_, I'm an engineer at the Harley-Davidson Motor Company in Milwaukee. As part of our quality control/improvement efforts, we're conducting a study to gather ABS module reliability data following routine brake fluid maintenance schedules and contacted customers in your area to participate in this project. They have indicated that they would like to participate in this study to have the work done for the study at your dealership.

#### **Participation in an ABS HCU and Brake Fluid Field Study**

- As part of the study/project, we are requiring the customer to bring in their motorcycle to an Authorized Harley-Davidson Dealership of their preference and we would be requesting the dealer to:
  - Install a New ABS Hydraulic Unit into the customer's vehicle that Harley-Davidson will provide and return the customer's existing unit in the pre-paid shipping box
  - Gather brake fluid samples from the front and rear master cylinders into pre-labeled containers and return them in the pre-paid shipping box with the customer's ABS HCU.
  - Perform a complete brake fluid system flush and ABS Service with Digital Tech per Service Manual procedures
  - We've informed the customer:
    - That this service may take approximately ( xx hour/day) at their preferred dealership
    - That we'll contact their preferred dealer and authorize the work to get started
    - And have your preferred dealer contact you for an appointment
  - Would you be willing to follow-up with this customer for an appointment?
  - Can you complete this within a (one or two-week time period?)
  - Can we send you an ABS HCU Brake Fluid Field Study Kit and pre-paid shipping box to return the parts to Harley-Davidson

#### **Authorization Communication for the ABS HCU and Brake Fluid Field Study Project**

- Are you ready for the authorization information?
  - For SR Number: \_\_\_\_\_ This authorization will be submitted as 'Goodwill' (GDW) and the 6 digit authorization number is: \_\_\_\_\_ and we have Waived the Admin Fee for this project work.
    - Example:

Waive Admin Fee = YES

Authorization Status = Goodwill - Approved - Parts and Labor

User Status = Open

Order Status = Order Not Requested

- Work will be billed through DealerNet, Lori Oelhafen is creating a billing number through the P&A system, and you will get reimbursed for parts at the retail rate and flat rate per model for labor on this project for replacement and return of ABS HCU, collection of brake fluid samples, brake fluid system flush and fill per the Service Manual, and return of the requested parts and fluid samples in the pre-paid shipping box
  - Notes = ABS HCU Project Labor = 3.0, plus .4 under 8888, 3.4 hrs. Total . The 0.4 covers brake fluid and admin time but dealer will still need to file a claim for the ABS HCU and sealing washers. Original HCU should not be called back. The original HCU and fluid samples to be returned per instructions included in ABS HCU-Brake Fluid Study Kit to Harley-Davidson Product Development Center Attn: Kevin Michel in the pre-labeled and pre-paid shipping box, also included in the kit.
- While performing work
  - If during inspection/replacement, brake lines or hardware need to be replaced, please contact me so that I can add notes in the AUTHORIZATION order, we may also want these parts to be returned in the pre-paid shipping box as well.
  - Please take precaution to avoid brake fluid damage to cosmetics while obtaining brake fluid samples. We cannot be responsible for any damage caused by dealer errors, if this happens then we will need to contact to Lori Oelhafen for help in addition approval and resolution.
- If customer says, "I just told dealer to perform 'necessary' maintenance" the ASK THE DEALER WHAT THEY DO AT SCHEDULED MAINTENANCE!

### Contact Communication and Follow-up Actions

- Who is the best contact to follow-up with at the dealership?: \_\_\_\_\_
- My contact information is, Name & Desk Phone: \_\_\_\_\_
- Here is the customer contact information Name and Phone Number:  
\_\_\_\_\_
- Will you contact this customer for an appointment and have them complete the work within a (one or two week time period?). If the customer requests towing/pick up, we are reviewing those on a case by case basis as this field study project to collect parts and data for quality/continuous improvement efforts. Please contact me as we will have to gain additional approval if necessary.
- We will send you an ABS HCU Brake Fluid Field Study Kit to who's attention? :  
\_\_\_\_\_
- Please follow the instructions included in the KIT and return customer parts and brake fluid samples in the pre-paid shipping box to return the parts to Harley-Davidson. If you have printed out the Service Records from your files, please send the Service Records for the Customer's vehicle in the same shipping box as well.

- Additionally, if you have any MY 2008 - MY 2013 Touring vehicles with ABS currently in winter storage that have one owner and a recorded history of routine maintenance performed at your dealership, please forward the VIN to me as we may consider contacting them to be included in this project.
- Thank you for your time and assistance on this project. Please help us in following-up with the customer and emphasize, timing to complete project, we are on a timeline and would like to get parts back as soon as possible. Please feel free to contact me direct at any time with questions.

Record Shipping Tracking Number for KIT in (file: VIN Master Call Tracking - HCU & Brake Fluid Study )