Ford Customer Relationship Center (CRC) phone call to Customers – Communication Script

Good <Morning or Afternoon> 'Customer Name',

I am calling on behalf of Ford Motor Company related to Customer Satisfaction Program 23H07.

Ford Motor Company is voluntarily conducting a study on certain customer owned vehicles to proactively replace your vehicle's Body Control Module (BCM) and return it to Ford for further analysis. Inspecting your vehicle will help Ford complete its investigation. Ford Motor Company has authorized your dealer to replace the BCM free of charge (parts and labor) under the terms of this program.

This Harvest Program will be in effect until November 30, 2024, regardless of mileage. The time needed for this repair is less than one-half day. (*For your convenience, we would like to schedule a service visit at your preferred Ford dealership and can also offer you complimentary pick-up and delivery for your vehicle. – confirm with the dealership before offering to the customer*).

If you are interested in participating and have 5 minutes, please allow me to contact your preferred dealer to schedule your service. After setting your service appointment I can move forward expediting the parts ordering process with the dealership.

Do you have any preferred day/time?

Place customer on hold and contact the dealership for scheduling opportunities

I'm going to send you an email with this information along with our Team's contact info. Please feel free to contact us with any questions you may have about the program or if you would like assistance with setting an appointment to have your vehicle serviced.

Frequently Asked Questions for CRC (Only if customer asks questions related to BCM)-

What is the BCM?

The Body Control Module (BCM) is the heart of the vehicle electrical architecture that integrates a fused electrical bus center and a body computer in a single module for power distribution.

The BCM is designed to streamline and optimize wiring and wiring connections by removing redundant power feeds and increase the sharing of fusing. The BCM fully utilizes the capability of electronics and module foundation by including multiple functions within the same housing thereby re-using microcontrollers, power supply, transient protections, housing, brackets, etc.