

2024 Lincoln Nautilus 24B54 Client Outreach

Voicemail Message

Outbound Voicemail Message: Hello, Mr./Ms. _____ this is _____ calling from Lincoln to remind you about an important customer satisfaction program notification, number 24B54, mailed to you in December 2024. Our records show that this program has not yet been completed on your 2024 Nautilus. It is important that you make a 24B54 service appointment at your local Lincoln retailer to update software and ensure your infotainment system is operating optimally, at no cost to you. If you need assistance, you can reach us at _____. Thank you for your attention to this important matter and for being part of the Lincoln family.

Client Answers

Outbound Client Answers: Hello, Mr./Ms. _____ this is _____ calling from Lincoln regarding your 2024 Nautilus and an important service notification 24B54 that was mailed in December 2024. It doesn't appear that you have completed this service program. I want to help you set up an appointment at your preferred Lincoln retailer to ensure your infotainment system is operating optimally. We have developed a software update to improve your vehicle's battery state of charge, display screens, and phone connectivity. Without these updates, you may experience potential software reboot, freeze, and performance concerns while using the infotainment system.

(Assist using current process... phone call to retailer, retailer website, client calls, etc.)

(Answer client questions & explain 24B54 notification)

I appreciate being able to speak to you today because we are committed to ensuring your continued satisfaction with your 2024 Nautilus. Thank you for your attention to this important matter and for being part of the Lincoln family.

24B54 Q&A

What about a Loaner or Pick-Up and Delivery? Complimentary loaner vehicle or vehicle Pick-Up & Delivery service may also be available upon request from your retailer. You/I can make that request and have the retailer assist you with what options are available.

Why are you receiving this notice? We want you to have the best possible customer experience while driving your Nautilus. To ensure your infotainment system is operating optimally, we have developed a software update with several feature and quality refinements.

What is the effect? Without these updates, you may experience potential software reboot, freeze, and performance concerns while using the infotainment system.

What will Lincoln and your retailer do? Lincoln has authorized your retailer to install updated infotainment system software free of charge (parts and labor) under the terms of this program.

How long will it take? The time needed for this repair is less than one day. However, due to service scheduling requirements, your retailer may need your vehicle for a longer period of time.

What should a client do? Schedule a service appointment for Customer Satisfaction Program 24B54 without delay. Lincoln wants you to have this service action completed on your vehicle. The vehicle owner is responsible for making arrangements to have the work completed, and I am wanting to assist you.

What if I don't have the repair completed now or wait? This Customer Satisfaction Program will be in effect until October 31, 2025. Coverage is automatically transferred to subsequent owners. Lincoln strongly recommends having this repair performed as soon as possible to improve infotainment performance.

What if client no longer owns this vehicle? The client can disregard our outreach effort. Our records rely primarily on state registration and title data, which haven't yet updated to the current owner. If the client has an address for the current owner, they can forward their 24B54 letter to the new owner.