

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

Good <Morning, Afternoon, Evening> ‘Customer Name’,

This is <Agent Name> and I am calling on behalf of Ford Motor Company. Our internal records indicate that your <Model Year> Ford Explorer may have experienced a hood open while driving event. Our engineering team would like to gather more information about this incident and the regular use you give to your Ford Explorer’s hood in order to better understand the failure mode. Would you be so kind to help us answer some questions?

This questionnaire will take between 5-10 minutes of your time.

1. How often do you open the hood?
2. For what reason do you usually need to open the hood?
3. When you open the hood, does the handle feel difficult to pull?
4. Do you notice if the handle returns to the original position after pulling?
5. Does the hood take one or two pulls open?
6. How do you close the hood? Do you drop the hood to close it or lay the hood down and push on it?
7. Do you check if the hood is completely closed?
8. Have you had any issues closing the hood in cold weather, or after snow or rain?
9. Do you notice the hood ajar message on the dashboard?
10. What do you usually do if you see the hood ajar message on the dashboard?
11. Can you tell whether the hood is open or closed when seated in the driver seat?
12. Can you describe the activities you did before the hood opened?
13. Did you repair the vehicle at your Ford dealer or other repair shop before and/or after the incident?

That was the final question. The engineering team will use your responses in their investigation. Thank you for your time and support. We value you as a loyal member of the Ford family.

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

Good <Morning, Afternoon, Evening> this is <Agent Name>, and I am calling on behalf of Ford Motor Company. Our internal records indicate that your <Model Year> Ford Explorer may have experienced a hood open while driving event. Our engineering team would like to gather more information about this incident and the regular use you give to your Ford Explorer’s hood in order to better understand the failure mode. If you’re interested in answering some questions about this event, please contact the Ford Concierge team at <phone number>. Thank you.