

Vehicle Recall Management – A Proactive Approach to Brand Loyalty and Happy Customers



An average of 15 million vehicles has been recalled annually over the past 30 years.

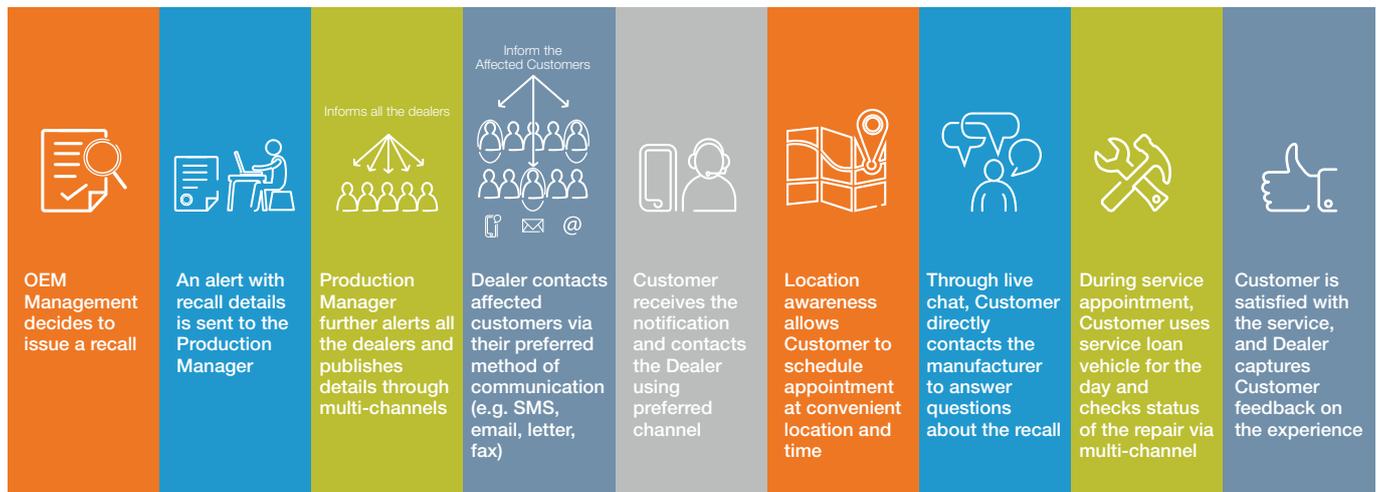
According to recent statistics, an average of 15 million vehicles has been recalled annually over the past 30 years. While vehicle recalls are often seen as a public relations challenge for automotive companies, they can also yield an opportunity to demonstrate a proactive approach to quality management and the continued safety of customers.

But for a recall to be truly successful there must be a smooth and positive customer experience at the heart of it. Not only must the manufacturer reassure the public that they are putting customer safety and product reliability first, they must also be able to communicate seamlessly with customers to keep them informed and happy, every step of the way.

Making Recalls a Positive Customer Journey

Step into the customer's shoes for a moment. A vehicle recall sounds, in the first instance, like a huge inconvenience, and may well challenge your confidence in the car brand you have chosen. But then imagine a scenario where the manufacturer orchestrates a perfectly joined up recall process that leaves you feeling positive and loyal. What does that look like?

A recall can be a positive experience with the right solution in place.



Well, it might be a swift response to an issue you have experienced and flagged through social media or an immediate alert from the nearest dealership—via your preferred method of communication—with a clear procedure outlined for getting your car checked and repaired. You are offered a choice of service center locations and appointment times to fit in with your schedule. And because the manufacturer is able to join up complex operational processes such as warranty, supply chain, and procurement with customer-facing processes, the replacement parts are waiting at the dealership ahead of your appointment, so your wait time is kept to a minimum.

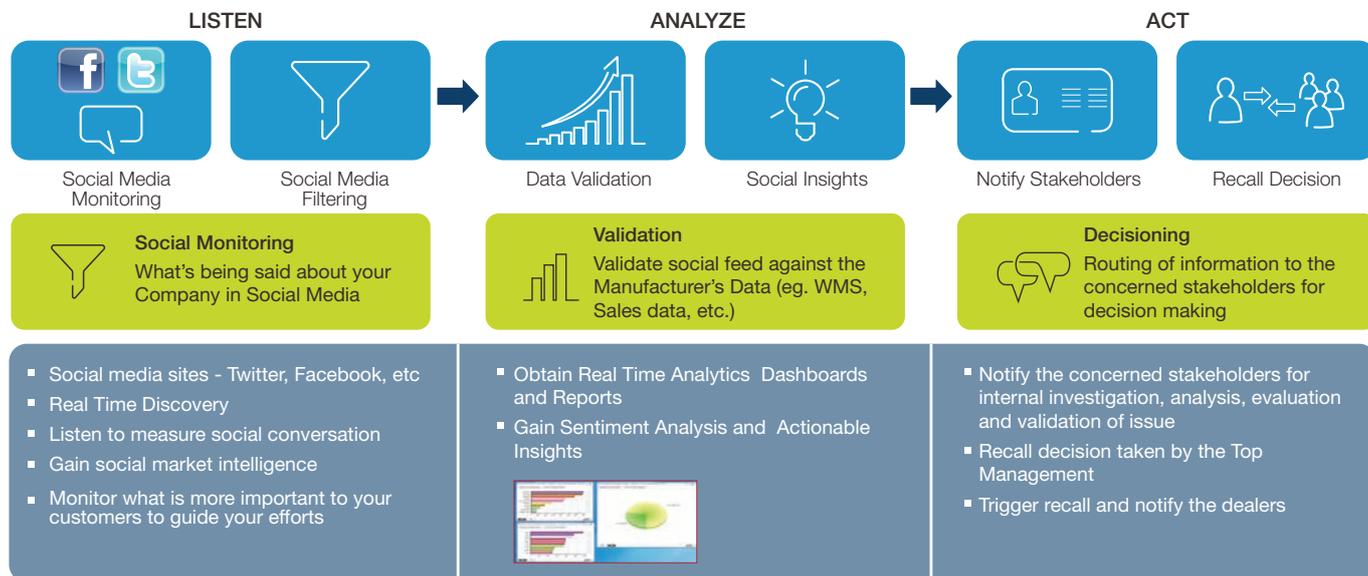
When you arrive for your appointment, the dealership has a courtesy vehicle ready for you to use that is a step up from your current one—and because your feedback is captured and stored when you return to collect your repaired vehicle, when there is a new offer on the car you tried and liked, you will be the first to know about it. Or if you prefer to wait at the dealership while your car is fixed, you receive real time updates so you always know the latest status and can plan accordingly. You could test drive the vehicles you have researched recently and which the dealer is aware based on your profile and social media feeds, making productive use of your time.

Informed and assisted through the entire process in this way, the chances are that your loyalty to the brand becomes stronger than ever as a result.

Digital Leaders - Putting the Customer First

This ability to blend processes, and to bring the outside—big data, social media, information and sentiment from the outside world—in, and to apply it to internal processes, then orchestrate across departments, is the hallmark of a digital leader. By placing customer experience at the center, and by drawing on enabling technologies to serve customers the right way in any scenario, digital leaders nurture trusted customer relationships that translate into loyalty, positive sentiment and enduring value.

Capgemini has applied these all-important digital leadership principles to the vehicle recall process to provide a powerful solution, Vehicle Recall Management (VRM), that enables you to Listen, Analyze, and Act.



A Single Point Solution, with Blended Processes

Capgemini's Vehicle Recall Management (VRM) offer is a single point solution that allows the manufacturer to orchestrate an end-to-end recall process that successfully tackles the challenges commonly experienced in a recall scenario. It is a robust, flexible platform that adapts to changing business conditions and is especially designed with the need to

blend operational processes and customer experience in mind. From flagging and investigating a safety concern, to making the go/no-go decision to issue a recall, to executing a complete recall involving the full spectrum of stakeholders, VRM coordinates across the ecosystem of product engineers, QA specialists, departmental decision makers, dealers, suppliers, government agencies, and customers, providing each with accurate, relevant information to more effectively and efficiently play their part in the recall process.

Common challenges in a recall scenario	How VRM meets recall challenges
<ul style="list-style-type: none"> Disconnected sources of data that must be analyzed together to detect a quality concern, and lack of monitoring and analytics tools to flag potential issues in advance of a disaster 	<ul style="list-style-type: none"> Insight drawn from multiple sources such as social media feeds, warranty claims data, and onboard diagnostics Visual representation of trends to highlight unusual activity
<ul style="list-style-type: none"> Complex coordination, undocumented processes, and the need to communicate across many stakeholders – Product Team, Engineering, QA, Department Heads, Customers, Media, General Public 	<ul style="list-style-type: none"> Managed and timely flow of communication and documentation between dependent and disparate activities Multi-channel integration (e.g. social media and sentiment analysis, mobile, internet browser)
<ul style="list-style-type: none"> No consolidated reporting to confidently support a go/no-go recall decision 	<ul style="list-style-type: none"> Decision support features for go/no-go call Pre-configured reports for clear visibility of status
<ul style="list-style-type: none"> Poor traceability and audit trails to show due diligence and compliance procedures 	<ul style="list-style-type: none"> Single, collaborative platform for handling vehicle recall process Effective tracking of recalled units
<ul style="list-style-type: none"> Lack of structured process to orchestrate activities between the OEM, Dealers, Suppliers, Government Agencies, and Customers 	<ul style="list-style-type: none"> Basic governance procedures and ready-to-execute plan of action established in order to guide activities across processes and audiences
<ul style="list-style-type: none"> Inefficient procedures resulting in long turnaround times of 18-24 months 	<ul style="list-style-type: none"> Process standardization for reduced turnaround time

A Powerful Solution When You Need it Most

Vehicle Recall Management from Capgemini leverages IBM® Smarter Process technologies to deliver a powerful solution that can bring operational processes and customer experience together—even at speed. VRM supports early detection of safety concerns through listening to social media feeds, and analyzing them in conjunction with warranty claims data and onboard diagnostics, for example. Flagged concerns are then triaged and submitted for investigation following a structured process involving multiple teams. Each team’s findings and recommendations are clearly documented in an audit trail that is visible to all stakeholders. Decision makers are provided with a comprehensive view of the investigation process to confidently make a decision on whether to issue a recall.

When a recall is needed, VRM seamlessly coordinates the communications, processes and activities between dealers, suppliers, government agencies, and customers to orchestrate the recall in a timely, traceable manner—with a positive customer experience at its core.

Talk to us to find out more about how VRM can help you become an automotive digital leader by delivering exemplary customer experiences while orchestrating joined up businesses processes in the event of a recall.



What Makes an Effective Recall Process?

By establishing basic governance procedures and a clear plan of execution for vehicle recalls, enforced through a robust business process management platform (BPMS), manufacturers can avoid being front-page news for the wrong reasons. The plan should include:

- Effective review strategy to rapidly triage red flags raised by early detection methods
- Analysis of confirmed issues and its impact on the product lineup
- Streamlined recall process, including coordinated touch points with the customer
- Traceability of product recall from start to finish
- Robust internal quarantine procedures to identify and fix all affected product in the market, on the showroom floor, in transit, or on the production line
- PR communications and media strategy, ensuring timely dissemination of information to concerned parties

For more details contact:

Fernand Khousakoun

fernand.khousakoun@capgemini.com

Learn more about us at:

www.capgemini.com/ibm



About Capgemini

With almost 140,000 people in over 40 countries, Capgemini is one of the world’s foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model

Learn more about us at
www.capgemini.com

MCOOS_GI_PT_2015/02/05