

# Major Auto Manufacturer Achieves Record Recall Completion Rate



## WHAT WE DID

Recall  
Talent Acquisition  
Location Intelligence



## INDUSTRY

Automotive



## RESULTS

3 Million Door Knocks  
375,000+ Recall Completions  
225,000+ Mobile Repairs  
Countless Lives Saved



AIRBAG

## Life-Threatening Airbag Recall Demands Non-Negotiable Repair Completion Compliance

### CHALLENGES

Low completion rates for life-threatening recall

Hard-to-reach affected customers

100% regulatory compliance requirement

### [SITUATION]

A leading automotive manufacturer needed help connecting with customers and ensuring repairs for the nationwide Takata Airbag recall impacting 60 million vehicles across 19 manufacturers. In most recall cases, manufacturers complete less than 80% of repairs, but with this recall, where most of the impacted vehicles were for model years 2001-2009, typical completion rates were below 60%. For this recall, the National Highway Traffic Safety Administration demanded manufacturers identify 100% of impacted vehicles as repaired or otherwise accounted for in a specific timeframe. With lives on the line, the manufacturer engaged MarketSource to greatly expand and enhance their traditional recall process to reach this unprecedented target.



## Rapid Deployment of Trained, Multilingual Field Canvassing Team Achieves Record Repairs and Compliance

### KEYS TO SUCCESS

Rapid deployment of high-quality field canvassing team

Expert geographic information system (GIS) tools and analysis

Data-driven, targeted canvassing and strategic territory mapping

Coordination and completion of convenient, on-the-spot repairs

Customized Salesforce instance

Multilingual, omnichannel outreach

### [SOLUTION]

In less than 70 days, MarketSource trained and deployed a quality, field canvassing team who went door-to-door, equipped either to coordinate repairs with dealerships or complete repairs on the spot while customers waited. Canvassers worked unconventional hours and often had to be bilingual in English and Spanish or fluent in Vietnamese or Korean.

Our tech stack enabled our rapid, efficient, turnkey management of the recall program. To locate customers, we relied on our GIS capabilities, drawing on multiple address and data sources to pinpoint accurate customer information. We used territory mapping to assign canvassers to the most efficient routes. We also installed a custom Salesforce instance and integrated other elements into the platform designed to fulfill the project's specific requirements and ensure continuous optimization.

# 3M

door knocks by our field canvassing team, equipped either to coordinate repairs with dealerships or complete repairs on the spot while customers waited.

We deployed an omnichannel outreach approach, including postcards, certified mail, emails, phone calls, and social media. We also developed marketing materials in multiple languages with simplified messages, including photos of customers injured by rupturing inflators.

## Real-World Results



3 Million  
Door Knocks



Over 375,000  
Recall Completions



Over 225,000  
Mobile Repairs

Six months after the completion of this work, the client asked us to expand their airbag recall mission across the US, for which MarketSource provided nearly 500 additional canvassers. Our geographic information system (GIS) team conducted heat mapping to indicate where, based upon VIN information, owners lived in areas with large populations of non-English speakers, including Japanese, Chinese, Yiddish, and Hmong. Even with these specific language requirements, MarketSource hired, onboarded, and trained these additional resources in 93 days.



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Our client honored us with an award for our assistance with the mission.

Following the success of this initial program, we have been awarded contracts for and provided turnkey, fully managed solutions to six additional OEMs. This program was so successful that our client honored us with an award of *Premier Partner of the Year* for our assistance with the mission.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.