

Innovative methods improve data accuracy

How data enhancement can boost recall completion rates

When managing a recall affecting millions of units, the quality of your data often determines whether you reach a high repair or completion rate. Quality data is critically important when you are trying to reach customers of a malfunctioning product that could cause serious injury or even death.

In the case of vehicle-related recalls, automakers often rely on Vehicle Identification Numbers (VINs), which can be used to track which vehicles are still on the road, who owns each vehicle and how those drivers can be contacted. But when this information is inaccurate, locating owners can be nearly impossible. Sedgwick's proprietary data enhancement system solves this problem.

Challenge

A major automaker recalled a component part in millions of vehicles, but had difficulty locating affected owners.

Our client, a major global automaker, initiated a recall of its vehicles that were equipped with potentially dangerous airbags. The recall affected over 1.3MM units across the United States, which – given the age of some vehicles – posed a significant challenge when it came to locating and contacting the respective owners.

The automaker initially attempted to locate the vehicles' owners using traditional methods, such as extracting data from individual states' vehicle registration databases that contain VIN details. However, the state datasets are seldom updated and often include obsolete information – even when a vehicle is still in operation. Each year, as many as 22% of registered vehicles change ownership, while 11% of registered owners change address. Without clean data it can prove near impossible to locate these individuals.

The difficulty locating and reaching affected owners created additional strain on the automaker's internal resources, and put the company at increased risk of regulatory action for failing to do so.



1.3MM
affected units



95%
of targeted VINs secured



SEDGWICK'S
*proprietary data
enhancement*

methods can improve
accuracy by up to **24%**

Solution

Sedgwick's proprietary data enhancement methods provided the company with the additional information necessary to locate vehicle owners and improve completion rates.

After attempting to locate affected vehicle owners themselves, the automaker turned to Sedgwick brand protection for help. Leveraging its innovative proprietary data enhancement systems, Sedgwick was able to append valuable information on relevant VINs, while identify those for removal in compliance with NHTSA standards.

Armed with the most current addresses available, the file was enriched with supplementary data before being matched against Sedgwick's enhanced phone service data to cleanse vehicle-owner contact numbers.

Using these proprietary systems, Sedgwick brand protection can improve data accuracy by as much as 24%, and reduce inaccuracies to a mere 21%. When combined, the chances of automakers reaching affected vehicle owners significantly increases.

For this automaker's recall, Sedgwick's innovative systems and practices discovered VINs that had been sold to auction houses; were exported out of the country; and that were no longer with the registered owner but were listed for sale or in commercial transit. Sedgwick also successfully located new owners of vehicles that had been sold on multiple times.

Results

Data enhancement led to improved outreach efforts that helped the automaker boost its completion rate.

By enriching and eliminating vehicles from the list altogether, Sedgwick helped ease the strain on the automaker's parts production. This allowed it to focus supply solely on affected VINs and thereby achieve significant cost savings. By removing scrapped, stolen and exported vehicles from the data, completion rates immediately improved. Using its proprietary disposition data, Sedgwick was able to secure information for 95% of the VINs on the list provided, with 20% of those compliantly removed.

Key takeaways

- Data enhancement can significantly improve accuracy and repair or completion rates, which reduces the regulatory risks companies face from being unable to locate and contact correct owners.
- While approaching a recall on your own may seem like the best option, a strong partnership with a proven recall expert is critical to effective event management. The expertise and scalability offered can mitigate the risk of irreparable financial and reputational damage.
- By locating and talking only to affected customers, companies can drastically reduce recall fatigue, increase compliance and – when effectively executed – build brand loyalty.

Sedgwick brand protection

Brand and reputation are the most valuable and vulnerable assets a business has. Brands embody and encapsulate everything a business does, and its customers expect. Nothing says more about a company's commitment to its customers than its efforts to uphold promises of safety, quality, and service. That's why companies are often remembered more for how they handle an in-market challenge than for the problem itself. We know what it takes to manage recalls in a way that upholds your commitments to customers, supply chain partners, industry and regulators.

Trusted by the world's leading brands and businesses, we work in partnership to manage the risks and minimize the impacts of in-market business and product crises. Since 1995, we have managed more than 5,000 of the most sensitive and time-critical recall and remediation programs - spanning 60+ countries and 20+ languages.

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To learn more about our recall, remediation and retention solutions, contact us today.

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