

Automotive solutions

Automotive recalls and remediations can impact the entire supply chain – across automakers – from small parts manufacturers to the consumer. The implications range from loss of reputation to significant, and potentially company-ending, financial loss.

Automotive recalls

In the event of an automotive recall, quick and decisive action helps manufacturers maintain compliance with regulatory agencies, while also protecting brand reputation, preserving customer relationships, and controlling costs. Without the appropriate plan, expertise, and people in place, a recall event can cause irreparable damage to a brand.

With over 25 years of proven recall experience and global capabilities, Sedgwick's brand protection experts help manufacturers skilfully navigate automotive regulatory complexities, reducing the burden on internal resources. Our specialized knowledge in the automotive industry helps clients manage critical recall communications, ensuring a smooth and seamless process for our customers throughout the recall lifecycle.

Recall planning

Effective recall preparation involves turning best practice into actionable strategies, plans, processes, and systems. From creating sound crisis plans to conducting mock recalls and testing team readiness, our experts help make sure your planning efforts will pay off in even the most complex scenarios.

The best product recall plans reflect guidance and input from internal and external stakeholders, including product recall experts, legal counsel, crisis communicators, and your product recall insurance provider. They are updated regularly, before, during and after a recall or other in-market product crises. They are put to the test through proactive risk assessments and capability audits, mock recalls and other crisis drills or simulations.

We have expertly managed recalls of all sizes for 10 of the top 12 global automakers.

Recall, remediation and aftermarket solutions

Automakers know that the key to success in a crisis is acting swiftly and efficiently to resolve the issue before it spirals out of control. In some cases, securing a repair means going above and beyond even the most comprehensive outreach program.

Our team of global field agents allow companies to focus on their core business instead of struggling to find the resources necessary to carry out vehicle repurchases and replacements, inspections and repair verifications, and funds management and disbursement. Sedgwick's brand protection division has the resources to meet these challenges.

Multi-channel engagement

Take a proactive approach to raising repair rates with Sedgwick's multi-channel engagement program. Through dedicated websites, direct mail, email, SMS messaging, inbound and outbound contact center support and social media, we successfully connect vehicle owners directly with service providers to schedule repairs.

The results are undeniable: when combined with our market-leading data management and enhancement solutions, automakers achieve up to 4 x higher repair rates.

Data management and enhancement

When it comes to owner data, more isn't necessarily better. Accurate vehicle and owner information is crucial to effective recalls, remediations and customer retention. Our proprietary data management practices offer you access to a best-in-class data set that can boost repair rates to protect the public and their brand while exceeding regulatory requirements.

Enhanced vehicle and owner data

Our proprietary data management practices provide updated addresses, emails and – most importantly – phone numbers for the most comprehensive insights in the industry. This data can be utilized as a standalone service to improve standard notifications, to increase recall effectiveness rates or in support of a multi-channel consumer engagement program.

In addition, we know older vehicles are particularly challenging for dealers to locate. With our exclusive data enhancement process, we can obtain information on VINs that have been scrapped, stolen or exported and are no longer in consumer use on the roads. This immediately boosts repair rates, eases the strain on parts planning and reduces the burden on staff. We can also track current disposition status (including non-responding vehicle owners) and manage VINs that come back into service, maintaining compliance with regulatory agencies.

Our exclusive data management practices also provide insights on VINs in commercial transit or listed for sale with a dealer or independent owner. Using our multi-channel approach, we then contact sellers to alert them of the recall and schedule the repair.

Contact center support

As part of a multi-channel engagement program our centralized multi-lingual contact centers reduce the chance for miscommunication and errors by ensuring consistent messaging across channels and stakeholders. This is critical to managing effective recalls, safety alerts, customer satisfaction programs and other aftersales engagement programs.

Within our contact centers we apply this approach beyond just the phones. Whether your business needs live chat support, social media engagement or simple email handling, you need people who know how to deliver excellent customer experiences. We offer best practice rapid recall and remediation SaaS and portal solutions as well as end-to-end managed services that make sure in-market challenges are remedied quickly and efficiently.

Mobile repairs

For vehicle owners who live far from the nearest dealer location, taking their vehicle in for a repair can be an inconvenience and easily put off, or worse, disregarded completely.

Making repairs more convenient helps raise recall repair rates while also supporting dealers managing capacity challenges. We utilize mobile repair technicians to perform repairs in major metropolitan areas, auction yards and anywhere there is a high number of VINs in need of repair.

Automotive retrieval services

Sedgwick provides the industry's most comprehensive automotive retrieval and disposal services, with an international network of field representatives that can respond quickly and efficiently to locations on a global scale.

Return logistics

We provide global, end-to-end services for the removal, processing, storage and return or destruction of vehicles and their parts – whether retrieving a single component for investigation or remanufacturing, recovering an entire vehicle, or refurbishing returned vehicles for future use. This includes full logistics and infrastructure support for commercial, warranty or end-of-use returns.

Hazardous waste retrieval

Damaged, defective and obsolete parts must be disposed of in accordance with numerous – sometimes conflicting – international and regional regulations. This includes hazardous waste disposal associated with airbags, batteries, chemicals, seatbelt tensioners, modules and more. Our end-to-end services include:

- Data processing
- Safe and compliant transportation
- Documentation and regulatory reporting
- Certified destruction
- Safe and compliant recycling and disposal
- Customized solutions to accommodate your specific needs

Vehicle reacquisition services

Whether it is the result of a "lemon law" claim, part of a recall, or some other reason, the need to repurchase or replace a vehicle

happens to even the highest quality automakers. No matter the cause, every buyback involves complex financial transactions, logistics and regulatory compliance – all of which can easily overwhelm internal resources.

Sedgwick's brand protection experts work with owners to resolve their issues before they escalate, delivering major cost savings. When reacquisitions do occur, we are able to manage them from start to finish using our expertise in the wide range of local laws that govern auto buybacks. Our industry-leading, highly automated system makes the process as smooth and efficient as possible, helping mitigate legal risk and allowing automakers to focus on what they do best.

- Buyback negotiation and settlement offer admin
- Funds management and disbursement
- Vehicle surrender and inspection
- Title transfer and "lemon law" branding
- Repair order tracking
- Vehicle transportation and coordination
- Sales tax recovery
- Vehicle disposal and remarketing
- Resale disclosure tracking and compliance

Our solutions

Every day, we help companies manage a wide range of in-market business and product crises. Whether you need scalability in your in-house capabilities or a complete end-to-end solution to your in-market challenge, we have the experience and resources you need.

- **Consulting, assessment and planning:** we help you go beyond simple implementation of current best practice. Together, we optimize resolution plans for each company's unique business risk profiles and needs.
- **Solutions and program management:** the notification, retrieval, processing, storage and disposal of recalled products are complex undertakings that require effective management of risks to minimize impacts and protect business/market value.
- **Compliance and regulatory reporting:** every data point from customer notification to the final point of product destruction is identified and tracked in our proprietary crisis management system for accurate agency reporting.

- **Notifications and actions (SaaS/portal/managed service):** a successful product recall or withdrawal depends on identifying and notifying all affected parties. Our expertise and unique infrastructure allow us to target affected parties and drive response through multimodal traceable notification methods.
- **Multi-channel communications and data management:** every notification and subsequent communication is identified and tracked for a seamless experience for all stakeholders.
- **Product retrievals and processing:** whether a replacement part or entire vehicle, Sedgwick provides the industry's most comprehensive retrieval and disposal services, with an international network of field representatives that can respond quickly and efficiently to locations on a global scale.
- **Repairs, replacements, remedies and reimbursements:** our international team of field representatives mobilizes to carry out repairs, vehicle repurchases and replacements, inspections and repair verifications, and funds management and disbursement.
- **Recycling, repurposing and disposal:** in addition to compliant, certified disposal of hazardous and non-hazardous products, we offer environmentally conscious recycling and repurposing options.
- **Customer loyalty and retention programs:** we deploy centralized, multi-channel contact centers that enable you to leverage a suite of strategic engagement and retention programs, transforming satisfied buyers into loyal brand advocates.

To learn more about our recall, remediation and retention solutions for the automotive industry, contact us today.

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In an increasingly complex and regulated world, being prepared for risks is essential. Having the capabilities to act quickly and effectively is critical.

To learn more about our brand protection solutions, visit [SEDGWICK.COM/BRANDPROTECTION](https://www.sedgwick.com/brandprotection)