



Case Study - Airbag Recall

More than 46 million vehicles in the U.S. were equipped with airbags that could potentially explode spontaneously under too much pressure.

The faulty airbags posed a wide-scale safety risk to U.S. motorists, causing serious injuries and even deaths. With so many lives at stake, automakers were under intense pressure from the National Highway Traffic Safety Administration (NHTSA) to make sure remedies happened quickly. NHTSA issued a coordinated remedy order (CRO) to automakers that set forth the requirements and obligations for remedying air bag inflators in their cars, trucks, and SUVs. The goal for every automaker was to achieve a 100 percent repair rate.

But if tracking down millions of current vehicle owners with accuracy wasn't daunting enough, contacting them and convincing them to bring their cars in for service made the goal increasingly difficult. To make things more complex, automotive recalls have hit record highs in the past two years, resulting in increased recall fatigue among consumers.

Data was the biggest problem. Automakers, as well as NHTSA, rely almost solely on Vehicle Identification Numbers (VINs) to track ownership of affected vehicles. Automakers historically used a singlesource, public data provider to manually verify VINs. The problem with this approach is that the data can't be trusted to accurately identify the true vehicle owner, or if the car is even currently on the road.

The company turned to Stericycle Expert Solutions, to help improve its information accuracy and meet its public safety obligations. Having managed automotive recalls for more than 15 years, Stericycle Expert Solutions

had developed a first-of-its-kind data collection and stakeholder outreach system, which integrates a variety of complex data sets to precisely target the right vehicle owners and improve engagement.

By removing scrapped, stolen, and exported VINs, the automaker immediately experienced a repair rate improvement from 45 percent to more than 77 percent using Stericycle Expert Solutions' solution. The net result is vehicle ownership data that is highly refined and trustworthy. It enables automakers to target their outreach efforts much more efficiently and achieve higher remedy rates.

Stericycle Expert Solutions also built on its data accuracy with a proven customer outreach process to further improve compliance. The multi-channel outreach programme kept vehicle owners informed of the airbag issue and connected to service providers. It provided regular tracking throughout the recall process while also revealing insights into repair rates.

Key Success Factors:

- Understanding of the complexities involved
 - Scalability, experience, and knowledge
 - Flexibility, responsiveness, and perseverance
 - A trusted partner with the recall reflexes to act quickly & effectively
-