



MITSUBISHI MOTORS NORTH AMERICA, INC.
4031 Aspen Grove Dr, Franklin, TN 37067

October 1, 2021

To: All Mitsubishi Dealer Principals, General Managers, Sales Managers, Parts Managers & Service Managers

Subject: 2022 Outlander Seatbelt Safety Recall (SR-21-007) Customer Special Handling

As a follow-up to our previous communications, we wanted to remind everyone that for many affected owners, having this recall completed may be their first visit to your service department. As a result, Mitsubishi strongly encourages you to take full advantage of this opportunity by amplifying your customer handling of these new Outlander owners – **keeping them loyal to your dealership and the brand.**

Jointly with you – our dealer partners – we need to provide our customers with an exceptional service experience when having this recall completed.

In addition to the regulatory required letters that were mailed 9/28/2021, MMNA is performing additional outreach beginning 10/4/2021. This will include:

- Calling every affected owner to inform them of the recall, recognize the inconvenience, and offer to set an appointment with their dealer
 - If an appointment is requested, call center staff will send an email to the dealer Service Manager containing the customer information, desired appointment time, and let the customer know the dealer will contact them to confirm the appointment – **it is imperative to respond to any email within 24 business hours** – the email subject line will either be "Appointment Survey Results from eLead Call Center" or "Hot Survey Results from eLead Call Center", depending on the type of alert. They will be coming from the sender address of noreply@eleadcallcenter.com (a sample email is below)
- Leveraging email, mobile, and social media to further connect with affected customers

Below are some best practices that will enable your staff to provide these customers an exceptional service experience:

- Show empathy for the inconvenience of having to complete the recall and treat them with extra courtesy and respect
- Ask customer if they have any questions about their vehicle functions, technology, etc.
- Confirm 'my Mitsubishi connect' subscription (can be viewed on superscreen)
- Discuss accessories that may be of interest to customer

- Minimize the inconvenience as much as possible

- Offer convenient appointment times and schedule appropriately
- Offer pickup and delivery if available
- Consider mobile repairs
- Utilize shuttle service or rideshare
- In case a subject seatbelt lot number is found on inspection, have 1-2 of each affected seatbelt on hand to complete a same day repair – your DPSM can provide stocking strategies based on the number of affected units in your area
- Make sure your waiting room is clean and fully equipped to provide a pleasant place for customers who may choose to wait
- Perform a quality check to ensure repairs are completed right the first time
- Deliver vehicle in cleaner condition than when it was when dropped off
- Perform an *active* customer delivery at pickup

Providing outstanding customer service will help you increase your long-term customer retention – leading to increased sales and profitability.

Thank you for your attention to this matter.

MMNA Aftersales

Sample Email



Outlander Recall Outreach: Appointment

[[DealerName]]

Call Date/Time: [[CallDateTime]]
CallID: [[CallID]]

Customer Details

Name: [[CustomerName]]
Home Phone: [[HomePhone]]
Work Phone: [[WorkPhone]]
Alternate Phone: [[AlternatePhone]]
Vehicle: [[Vehicle]]
Email: [[CustomerEmail]]

Appointment Date/Time: [[ApptDay]] [[ApptTime]]

Customer Experience

[[CustomerComments]]

Dealership Action Plan

Please contact customer within 24 business hours to confirm appointment

Customer Follow-Up Date: