

Warranty Bulletin



TO: Dealer Principal, Service Mgr., Sales Mgr., and Warranty Claims Administrator	NO: D-11-60 DATE: November 12, 2013
SUBJECT: Vehicle Restriction Program-Enhanced Customer Satisfaction (ECS) – National Launch (REV. C)	FOR: All Dealers All Business Centers

*******REVISION*******
 Changes are noted in RED

PURPOSE:

To announce a **new** Vehicle Restriction program called Enhanced Customer Satisfaction (ECS) which is designed to use both Technical Service Operations and Customer Care to proactively reach out to a customer in an effort to repair their vehicle and address customer concerns to drive brand loyalty.

TIMING:

Effective November 21, 2011

ACTION:

Always run a VIP prior to repairing any vehicle to determine Warranty Coverage information.

If a vehicle is part of the ECS program, the dealer must call Customer Care at 1-866-275-1420 before proceeding with any Non-Maintenance repair.

The Restriction Warning Message will display in two VIP locations:

1. The Warning Message Section will display: ***ATTN: Call 866-275-1420 Immediately! Owner involved in the Enhanced Customer Satisfaction program. Call prior to starting any non-maintenance repairs.***
If a customer arrives after hours, you may diagnose the vehicle, but do not proceed with any warranty repairs. Leave a message and your call will be returned the next business day.
2. The Restriction Section will display: **“Enhanced Satisfaction”**

Note: After obtaining authorization from the ECS Technical Specialist to proceed with repairs involved in the ECS program, the claim should be submitted in RA status for claim processing.

Exception: In cases when only a RRT or Recall repair is necessary, dealers are not required to obtain pre-authorization from ECS Headquarters. Please perform the appropriate repair and RA the claim for corporate review and authorization.

Vehicles which are part of the ECS program are NOT excluded from the Digital or Powertrain Service Center Pre-Authorization Programs.

A submitted claim with an ECS Restriction and without a Pre-Authorization will reject with message code “VR8”: **“Vehicle involved in the Enhanced Customer Satisfaction Program – repair required pre-authorization per warranty bulletin and is not eligible for reimbursement post repair”**

As part of this program, a loaner vehicle is provided to all ECS customers at No-Charge for Non-Maintenance repairs. Alternate transportation reimbursement requests **must** be submitted on the same claim as the warranty repair.

ADDITIONAL INFORMATION:

Chrysler Academy offers a course designed to educate service personnel on how to identify ECS customers and how to handle them effectively. This course is titled "*Enhanced Customer Satisfaction (ECS) Initiative*" – course code: **SPQM15OL**.

Reference Warranty Bulletin D-11-53 for Claim Processing Guidelines.

Please ensure that all affected dealership personnel are aware of this bulletin.

WARRANTY OPERATIONS