



Dealer & Customer Experience Improving Recall Communication with Multi-Channel Notifications

Client: **Fortune 500 - Global Auto OEM (North America)** - Vehicle Recall Program



At a Glance

3

new notification
channels added

1

centralized control point for
all recall alerts

End-to-end

visibility from dispatch to
closure



The Client

The client is a Fortune 500 - Global Auto OEM running a vehicle recall program across its North American dealer network, responsible for notifying owners when a safety or compliance recall is issued and tracking that each notification reaches its resolution.



The Business Challenge

Recall notices relied almost entirely on direct mail, with no real-time alerting to the vehicle or owner. That created a communication gap: the OEM had limited ability to confirm a notice had actually reached the owner, dealers had no unified way to track which recalls were open versus closed, and owners often didn't learn about a recall until a mailer arrived; sometimes well after the issue was identified.



Our Approach

We designed a multi-channel notification layer on top of the existing recall system rather than replacing it, so recall alerts could reach owners through the channels they actually use day to day, while giving dealers and the OEM a single place to track delivery and closure.

- Added in-car display and mobile app recall alerts alongside the existing mail process.
- Built dealer-facing tools to see unified notification status and closures across their customers.
- Centralized notification control so the OEM manages dispatch from one system instead of per-channel processes.



Solution Overview

In business terms, the goal was simple: stop relying on one slow channel and give everyone in the loop comprising of owner, dealer, and OEM real-time visibility into whether a recall notice actually landed.

Before: Mail-Only Recall Notices

Recall notices sent by direct mail only → No real-time vehicle or app alerts → Dealers can't track notification delivery → Slow, incomplete recall awareness

After: Multi-Channel Recall Notifications

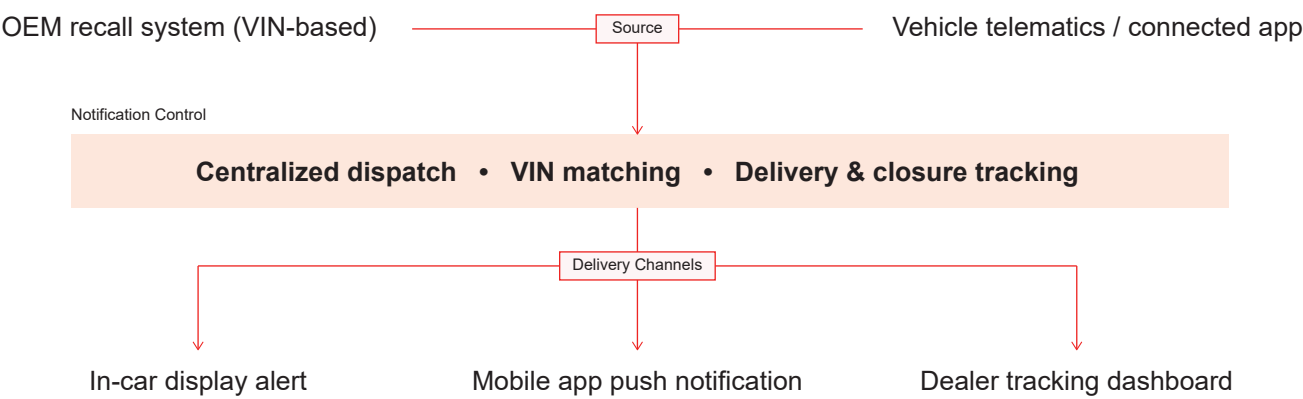
In-car display & mobile app alerts → Centralized notification management → Dealer tools track status & closures → Faster, trackable recall communication



Technical Approach & Architecture

Recall data originates from the OEM's VIN-based recall system and the vehicle's telematics or connected mobile app registration. A centralized notification control layer matches recalls to VINs, dispatches alerts across channels, and tracks delivery and closure status, feeding three consumption points: the in-car display, the mobile app, and a dealer-facing tracking dashboard.

Recall Notification — Solution Architecture



Business Outcomes & Results

Metric	Before	After	Business Impact
Notification channels	Direct mail only	Mail + in-car display + mobile app	Owners reached through channels they actually use
Delivery visibility	No confirmation a notice reached the owner	Centralized tracking of delivery and closure	OEM and dealers can see notification status end-to-end
Dealer tooling	No unified recall tracking for dealers	Unified dealer tools for status and closures	Dealers can proactively follow up on open recalls
Owner experience	Recall awareness limited to mail timing	Instant recall info via in-car display and app, with service scheduling	Faster awareness, more convenient path to resolution



Why It Matters

Recall communication is a compliance and trust issue as much as a technical one. A missed notice has real safety and liability implications. This engagement shows the same multi-channel, centrally-tracked pattern can be applied anywhere a client needs to guarantee a message reaches an end customer and prove that it did, which extends well beyond recalls to service reminders, safety bulletins, and other compliance-driven communications.



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