



# Open Recalls

Integrated Recalls

**109%**

lift in recall responses and subsequent Customer Pay when utilizing a mail + digital strategy

**29**

more recall ROs and over \$8k in incremental Customer Pay dollars

# Automated recall notices. Constant service business.

## Drive recall business and service upsells with Affinitiv Open Recalls.

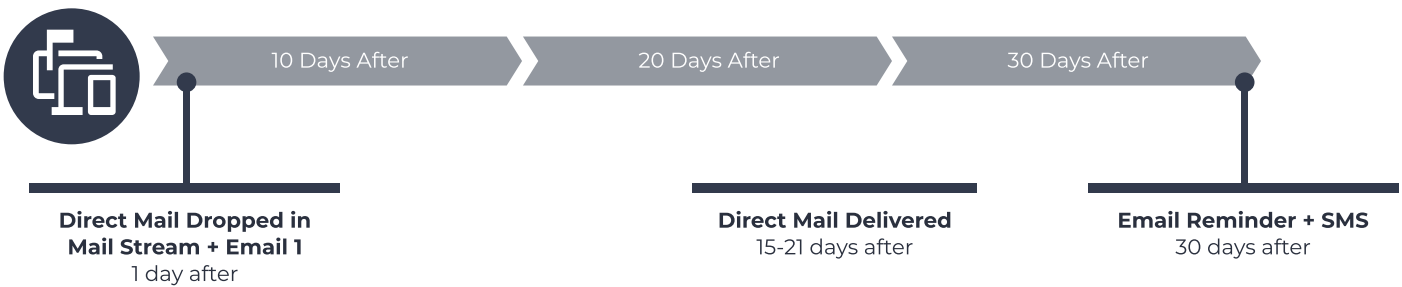
Recalls are a key piece of your dealership's service revenue—don't miss the opportunity to protect your customers and drive ROs. With Open Recalls, your service advisors can instantly access the latest recall data as needed to ensure customers are promptly alerted to recalls affecting their vehicles, and ultimately, their safety. Not only can you save time on recall research, but you can also build customer loyalty with the right data and the right recommendations, every time.



# Reach recall customers automatically. Bring them back consistently.

Convert one-time recall customers into lifelong service customers with Affinitiv Open Recalls. By communicating with customers via multiple touchpoints after a recall has been issued on their vehicle, our automated notifications are proven to promote safety and recall completion.

## Digital + Print Recall Trigger Cadence



## Digital + Print **RECOMMENDED PACKAGE**

Capture both customers with and without an email address. Includes Email, SMS, and Print Notifications

Quantity	100	300	600
Package Pricing	\$249	\$599	\$999

**39%**  
of customers  
are only able to be  
reached via print

## Digital Only Recall Trigger Cadence



## Digital Only

Includes Email and SMS Notifications

Quantity	100	300	600
Package Pricing	\$175	\$375	\$775