

Critical Vehicle Safety Recall Communications

Streamline your vehicle recall process through a proven managed outsourced platform.



Vehicle safety recall management services

Outsource your safety recall communications to benefit from:

- ✓ Single source supplier - simplifying the process.
- ✓ A proven bespoke platform designed purely for the DVSA safety recall process.
- ✓ Fully auditable DVSA formatted reporting information.
- ✓ An experienced and accredited supplier.
- ✓ Rapid processing of DVLA data formats to produce instant VIN number vehicle status.
- ✓ Brand Management and Brand Guardianship.
- ✓ On Demand Print efficiency that reduces costs.
- ✓ Printed mail and electronic communication from one supplier.



Safety Recall Communications and Media Plan – Timeline and Process

Manufacturer identifies the defect

Romax manages the communications for the manufacturer



Data securely delivered from DVLA direct to Romax for analysis.

or

Client Supplies their own data directly to Romax via secure and encrypted portal.

Romax analyse DVLA data using our Automotive Recall analysis software.

Data reports produced detailing VIN Numbers to mail, extracting and reporting on Scrapped/Stolen/Exported vehicles.

Amalgamate Multi Vehicle Correspondence:

Reduce:

- cost of print and postage
 - environmental impact
 - improve brand
- Fleet or Multi-vehicle contacts receive only one letter detailing ALL the affected vehicles.

Cross Media Communications:

Using GDPR and contact preference information, we can send communications across multi platform: SMS, email and post.

Our platform is designed to ensure brand guardianship across all media.

Returns and Change of Keeper Management:

All returned mail is captured and recorded as part of the recall audit.

Change of keeper notifications via email or returned forms are captured.

Follow up:

New keeper and change of address contacts are contacted in a monthly 'mop-up', or included in subsequent reminder mailings.

Reporting Includes:

- ✓ DVSA reference
- ✓ Company references
- ✓ Number of vehicles affected
- ✓ Number of vehicles contacted
- ✓ Any vehicles scrapped/written off exported
- ✓ Current percentage of recall contacted/updated

Audits and Reports

DVSA formatted reports and full data audits retained in encrypted data vault accessible by manufacturer for a defined period AT NO ADDITIONAL COST.

Why use Romax to manage your recall communications?

- ✓ Romax are experienced and established customer communication experts to the automotive industry.
- ✓ All-in-one service - removing any hassle for you.
- ✓ A single point of contact and seamless end to end process.
- ✓ Efficient, effective, and fast.
- ✓ We follow DVLA/DVSA best practice.
- ✓ Fully GDPR, data compliant and secure.

"Romax was a pleasure to work with. They're incredibly responsive and flexible, and the process was so smooth."

<https://clutch.co/profile/romax>

Contact us for more information

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