

CASE STUDY



LexisNexis® Recall Clarity boosts recall outreach effectiveness for automaker BMW North America, keeping more drivers safer on the road



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—Russ Lucas, VP, Recall Implementation, BMW North America

Overview

According to the National Highway Transportation Safety Administration, since 1996 there have been over 500 million recorded recalled vehicles.¹ While the automotive industry proactively manages recall customer outreach in an effort to repair recalled vehicles, it can be challenging to accurately identify, locate and contact current vehicle owners—due to the sale of the vehicle by the original owner or because of an address change. Unfortunately, an estimated [57 million unrepaired recalled vehicles](#)² are on the road today.

Because of this serious safety risk, it's recommended that automakers use additional data sources to supplement original vehicle registration information and frequently refresh vehicle owner information, especially for older vehicles that could change owners. LexisNexis® Recall Clarity is one such resource.

LexisNexis Recall Clarity blends our proprietary LexID® feature with linking technology that leverages billions of records from thousands of data sources to deliver updated vehicle owner contact information. The solution is invaluable in helping automakers and franchise dealerships drive outreach effectiveness in efforts such as recalls.

Situation

The Takata Airbag Recall has been one of the most widespread and challenging recalls to date. [National Highway Traffic Safety Administration data](#)³ indicates it is the largest automotive recall in United States history, involving 19 automakers, 41.6 million recalled vehicles and 56 million defective airbags. Additional recalls are expected through the end of 2019, totaling as many as 70 million defective airbags.

Faced with the need to identify the current owners of vehicles containing defective Takata airbags, BMW (not unlike other automakers) was looking for any and all available resources to help them in their outreach efforts.

Solution

The company chose to test LexisNexis Recall Clarity against their traditional process through a comparison between owner records updated by their current data enhancement provider and those owner records further updated through LexisNexis Recall Clarity.

The first test was to identify differences in owner contact information. This test compared a set of VINs first updated in the fourth quarter of 2018 through the current process with a subset of those VINs (roughly 10,000) that were subsequently analyzed by LexisNexis Recall Clarity and returned to BMW.

The second test centered on determining the comparable success of outreach campaigns in driving repairs on the analyzed VINs: those updated through the traditional process and those with contact information updated by LexisNexis. An outreach campaign was executed on all analyzed records. BMW tracked both mail return and actual repair rates among the noted groups. The campaign was executed in South Florida, an area considered a high priority target zone for the Takata recall.



Image source: <https://www.bmwblog.com>

Results

LexisNexis Recall Clarity outperformed BMW's current process in both tests and on all reported measures, as described below.

Current Ownership Information

There were significant differences in terms of current owner information between the data originally updated through traditional methods and the same records subsequently updated by LexisNexis. In total, owner information changes were identified on 50% of the records: 40% indicated both name and address updates; an additional 10% of the records indicated address-only updates.

Campaign Outreach Effectiveness

BMW saw an almost three-fold improvement when comparing the rate at which mail was returned from campaigns using traditional data sources (3.6%) to the rate at which mail was returned based on outreach using the LexisNexis Recall Clarity records (1.2%). These results are a proof point for how LexisNexis Recall Clarity can help automakers more effectively reach current owners of recalled vehicles.

Incremental Repairs

BMW's campaign outreach to the 40% of records identified as having ownership changes resulted in a lift in repair rate. "With just this small test we saw a 12% incremental lift, gaining 480 repairs we would not otherwise have been able to complete—a significant accomplishment when trying to close the remaining gap," says Russ Lucas, VP, Recall Implementation, BMW North America.

Encouraged by the results, BMW is now moving forward with using LexisNexis Recall Clarity more broadly in their outreach campaigns. ***"This effort speaks to BMW's commitment to the safety of its vehicles, and also to driver protection not only for new car buyers but for all BMW drivers,"*** Lucas continues. "Our commitment goes beyond our four walls. We continue to evaluate and invest in alternative sources to help identify current owners of BMW vehicles in order to help keep them safe on the road."

Image source: <https://www.bmw.ca/en/home.html>

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About LexisNexis Recall Clarity

LexisNexis® Recall Clarity assists in improving recall repair rates by helping automakers identify, locate and contact hard-to-find owners of recalled vehicles. This comprehensive outreach solution is reliable, customizable, scalable and shareable.

1. Vehicle Recall Summary by Year, National Highway Traffic Safety Administration.
2. Carfax: 57 Million Vehicles on U.S. Roads Have Open Recalls, Carfax, March 22, 2018, <https://www.carfax.com/press/carfax-57-million-vehicles-on-u-s-roads-have-open-recalls>
3. Takata Recall Spotlight, National Highway Traffic Safety Administration, <https://www.nhtsa.gov/equipment/takata-recall-spotlight>

For more information on LexisNexis Recall Clarity please contact us at USConnectedCar@lexisnexisrisk.com



About LexisNexis® Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.