Return to Sender

VEHICLE RECALL CAMPAIGN 001/2014

POSTAGE
PAID
AUSTRALIA

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Overview

QR Codes are becoming commonplace as a tool for marketing, lean manufacturing processes and even replacing RFID applications due to the large amount of data [more than 5000 characters] which can be stored in a QR code. The QR code can also be used where there are space restrictions such as in an envelope window and can be printed as small as 3 sq mm. QR Codes have been used in such applications since the early 1990's.

ASP has taken all the benefits of QR Code and developed a very innovative solution to assist organisations such as vehicle manufacturers automate the process of managing Recall letters.

As part of the regulatory process for Recalls, vehicle manufacturers must send their customers a letter outlining the details of the Recall. They also have to note any change in ownership details for these vehicles as well as track "return-to-sender" letters for their audit compliance purposes. The complete process for just one vehicle can take more than two minutes and as there are usually thousands if not tens of thousands of Recall letters, this can amount to a lot of administration time and potential errors.

ASP's solution can reduce the time from minutes to only a few seconds by scanning a QR code in the window of the envelope and therefore not needing to even open the return to sender envelope.

The solution communicates with the backend system and eliminates input errors caused by manual data entry.

Outbound

The master data is normally kept in a backend database such as SAP, Oracle, etc and for each recall campaign, a CSV file is usually generated containing all the pertinent details such as VIN number, Customer name and address, Registration number, etc.

The letters are mail merged and printed for mail out.

Inbound

The information from the inbound letters are updated into the backend database usually via a CSV import file.

The returns are broadly categorised as

1. Return to Sender
2. Multiple Claims

The Multiple Claims letters have the data amendments recorded in a CSV format again and uploaded to the backend database.

The complete ASP QR Recall Application workflow can be seen in the diagram to the right.

Data extracted from Enterprise CRM

Details updated in CRM and marked for exclusion from future mailings

Details updated in CRM

ASP QR Recall Application

Mailing list compiled and mail merge

Validation and QA Process

(Undelivered)

Letters mailed

Acknowledged (owner details modified, transaction details confirmed, etc)

RETURN TO SENDER

Letters returned to sender

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