

# Recall Masters' Christopher Miller to Present "Rein in the Recall Revolution" at Digital Dealer 21

*Auto Dealers will Learn How to Bring in New Customers, Customer Pay Revenue & Vehicle Sales, While Saving CSI*

LAGUNA HILLS, CA, UNITED STATES, July 20, 2016 /EINPresswire.com/ -- Laguna Hills, CA– July 20, 2016 – [Recall Masters, Inc.](#), the leading provider of

automotive recall news, data, training, and communications, today announced that company President, Christopher Miller, has been selected to speak at the

21st Digital Dealer Convention and Expo , August 8-10, 2016 at the MGM Grand Las Vegas Hotel & Casino. His presentation, "Rein in the Recall Revolution – Bring in New Customers, Customer Pay Revenue and Vehicle Sales While Saving CSI," will cover the full gamut of dealing with automotive recalls at the dealer level, in an interactive format.

"Digital Dealer is a leading event where the automotive industry can gain critical knowledge about what's needed to grow and achieve success in the future," said Miller. "Interest in how to deal with automotive recalls continues to grow as they present an opportunity to maintain and improve dealer and brand integrity while winning back lost customers and attracting new customers that do not typically service at a factory-certified dealer."

In his session, "Rein in the Recall Revolution – Bring in New Customers, Customer Pay Revenue and Vehicle Sales While Saving CSI," attendees will learn:

- The "state of recalls in the U.S.," along with the 47 million recalled vehicles and \$16.5 Billion opportunity they represent in warranty pay and customer pay revenue alone.
- How to build a "Recall Department" within the dealership, specially trained at handling recalled vehicle owners.
- How to process the DMS for customer VINs, identify recalled vehicle owners and notify via text, email, telephone and postal mail, to get them back into the store for appropriate recall repairs.
- How to identify local recall customers who have never visited the store before, and get them to the dealership organically.

"Historically, recalled vehicle owners have been viewed as a nuisance by dealership personnel. They are at times frustrated and emotionally volatile, can be demanding and unwilling to spend money on additional repairs. Finally, they leave negative CSI – even in scenarios where they were treated well by the dealership. It is no wonder that many dealers avoid these customers altogether, or just try to move them through their store as quickly as possible without disrupting their normal operations or



other, happy customers. This session will cover the full gamut of dealing with automotive recalls at the dealer level in an interactive format, so dealers can see there is no need to let poor CSI make you afraid of recalls!" Miller stated.

Recall Masters is the leading provider of automotive recall news, data, training, and communications. The company is dedicated to helping automakers and their dealers expedite the repair of recalled vehicles and make the roadways safer for everyone. Greater recall awareness and proactive management helps automakers protect their brand and build trusting relationships between automotive dealers, rental car agencies, auto auctions and consumers alike.

To learn more about Recall Masters complete beginning-to-end solution, schedule a demo or receive a free trial call: 888-651-4480; email [info@recallmasters.com](mailto:info@recallmasters.com); or visit: <http://www.recallmasters.com>.

### [About Recall Masters:](#)

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