

OCTOBER 24 - 25, 2023  
DEARBORN, MI

OCTOBER 24-25  
**VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT** 2023  
THE HENRY HOTEL DEARBORN MI

RESHAPING YOUR WARRANTY & AFTERCARE END-TO-END EXPERIENCES

MONDAY, OCTOBER 23, 2023

**2:00 - 5:00 pm** *Elected Workshop - Reservation required @ \$395.00*

**Warranty Metrics, KPIs, Dealer and Corporate Dashboards, and Warranty Reviews and Audits**

- Warranty measurement importance for both corporate and dealership users
- Warranty KPIs and metrics best practices and uses
- Normalizing data using best-in-class warranty measurement systems, processes, dashboards, and graphical interfaces
- Types of warranty reviews and audits
- When to chargeback, when not to chargeback
- Warranty rewards for “good” behavior, penalties for “bad” behavior

**7:00 - 9:00 pm** Speakers Dinner Invitation Only

TUESDAY, OCTOBER 24, 2023

REVOLUTIONIZING CUSTOMER CARE AND WARRANTY LIFECYCLE

**7:30 - 8:30 am** Networking Continental Breakfast & Tech Expo

**8:35 - 9:05 am** Futurama Keynote

**Future-Ready Service And Warranty Lifecycle Management**

Chief Commercial Officer and Co-Founder - STREETSCOPE

- A mobility futurist's view of the dramatic changes ahead to motor vehicle and mobility industry
- How future mobility trends will impact consumer expectations
- Out-of-the-box thinking to help prepare for pending changes

**9:05 - 9:30 am** Case Study

**Putting The “EARLY” In Early Warning**

Director, Customer Quality Engineering BRIDGESTONE AMERICAS

Through the lens of a manufacturer supplying both OEMs and replacement market customers, James will discuss the importance of understanding field data, including warranty returns, and it's use in providing a signal into an Early Warning process. He will explore some challenges with field data including complexity, calibration, benchmarking, and timing. And finally, we will look at future needs and current trends that may offer improvements to these challenges.

**9:30 - 9:50am** Presentation

**Inspiring Customer Loyalty Through Trust And Transparency**

Chief Revenue Officer - REPAIRPAL

- Prioritizing price transparency to build trust in an industry where trust is often a major concern
- Empowering customers to make informed decisions by educating vehicle's maintenance needs
- Highlighting community involvement to foster a sense of shared values among like-minded customers
- Establishing a personal connection, even online

**9:50 - 10:20 am** Networking Break & Tech Expo

FOR MORE INFORMATION VISIT [WWW.MAPCONNECTED.COM](http://WWW.MAPCONNECTED.COM)

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**10:20 - 11:00 am Panel**

**Auto Recall 2033 – Opportunities and Challenges Defining the Future of Auto Recall**

Assistant General Counsel - AMERICAN AXLE MANUFACTURING

President – NEXUS SPECIALTY CASUALTY

Partner - FOLEY & LARDNER

Managing Director – STOUT

- New Electric and Old Gas: An era of mixed defects ahead
- Mitigation and Protection: The expanded role of automotive defect insurance
- Recalls in the Cloud: Defects and remedies in the future of vehicle technology
- Perils of Partnership: Liability in a collaborative supply chain

**11:00 - 11:30 pm Case Study**

**Leveraging Artificial Intelligence In Recall And Warranty Management Through Virtual Inspections To Reduce Cost Gain Efficiency And Improve Customer Satisfaction**

Global Director Sales & Marketing - SEDGWICK

Recall and Technical Campaign Manager - BMW OF NORTH AMERICA

**11:30 - 12:00 pm Research**

**Who to Blame? The Warranty Options and Product Failure Attribution**

Assistant Professor of Decision Science - UNIVERSITY OF MICHIGAN, COLLEGE OF BUSINESS

Wayne visits warranty and customer perception-related literature for his latest study. Using a scenario-based survey approach, Wayne was able to understand the impact of customer perception when encountering a product failure and the implications if the OEM offers warranty coverage options upon purchase. The results reveal interesting findings in several consumer-behavior aspects that will be explained in detail.

**12:00 - 12:40 pm Deep Dive Case Studies**

**Successful Technology Implementation Initiatives In Service And Warranty Administration**

Senior Manager Warranty Operations – TOYOTA NORTH AMERICA

Senior Manager Warranty – NISSAN NORTH AMERICA

- Field Facing Self-Service Analytics @ Toyota
- Applying Service Level Agreements For Warranty Authorizations @ Nissan
- Connected Car Powered by Tech Mahindra & AWS

**12:40 - 2:00 pm Networking Lunch & Tech Expo sponsored by AFTER**

DATA & TECHNOLOGY TRANSFORMATION TO DRIVE QUALITY MANAGEMENT & COST EFFICIENCIES

**2:00 - 2:30 pm Presentation**

**Using Warranty Analytics To Drive Quality Management With A Special Focus On Digital Inspection Techniques**

Principal & Chief Engagement Officer - MENTOR SYSTEMS

**2:30 - 3:00 pm Case Study**

**The True Cost Of “No Trouble Found”: Importance Of Achieving A Comprehensive**

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# VEHICLE SERVICE & WARRANTY LIFECYCLE **SUMMIT** 2023

OCTOBER 24-25  
THE HENRY HOTEL DEARBORN MI

## RESHAPING YOUR WARRANTY & AFTERCARE END-TO-END EXPERIENCES

### And Holistic View Of NTF

Supplier Recovery Manager - GENERAL MOTORS

### 3:00 - 3:30 pm Case Study

#### Detection-to-Correction: BraunAbility's Journey to Faster Identification and Root Cause

Customer Care & Aftersales Data Manager - BRAUNABILITY

Kristine will walk us through BraunAbility's 6 yearlong transformation of their people, systems, and policies to improve overall product quality and customer satisfaction. Detecting and correcting top field concerns is important for all companies but the urgency is even stronger for BraunAbility's customers, who depend on wheelchair-accessible vehicles to participate in everyday activities.

### 3:30 - 4:00 pm Networking Break & Tech Expo

### 4:00 - 4:45 pm Deep Dives & Panel Discussion

#### Optimizing Quality Management To Reduce Warranty Risk & Costs

Senior Manager Supplier Warranty and Product Review Center - NAVISTAR

North America Automotive Warranty Manager – SENSATA TECHNOLOGIES

Global Lifetime Warranty Manager – FORD MOTOR COMPANY

- Review MAPconnected Survey
- Improving Supplier Recovery And Relationships
- Warranty improvement initiatives
- Advanced discussions on the use of photos

## DEALER TECHNICAL SERVICES, TOOLS & AUTOMATION

### 4:45 - 5:15 pm Deep Dive Presentation

#### What Does The Future Hold For Diagnostics?

Director Global Business Solutions - TWEDDLE

Our panel will help us decipher and understand the strategies behind “guided diagnostics”, “AI embedded advanced decision trees”, “smart diagnostic tools”, “black box technology”, and the fundamental principles they support. Our panel will also help us understand how telematics and these emerging technologies will impact new vehicles and on-board systems.

### 5:15 - 6:00 pm Case Study

#### Launching MachE: Overcoming Training and Knowledge Base Challenges

Chief Operations Officer - BOZARD FORD LINCOLN

- Succeeding with new methods of training
- Using advanced technology to support the skilling of the modern technician
- Overcoming technician requirements and costs for high-voltage servicing
- Best in class Roadside Assistance support

### Tech Certification Importance – Recruiting – Retention

President & CEO Designate - AUTOMOTIVE SERVICE EXCELLENCE (ASE)

### 6:00 - 7:15 pm Networking Reception

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WEDNESDAY, OCTOBER 25, 2023

**7:30 - 8:30 am** Continental Breakfast & Tech Expo

**7:30 - 8:30 am** *Tier-1 Supplier Workshop - Reservation required*

**Transitioning From Cost-Reduction-Based Focus To A Claims Reduction Strategy**

The automotive warranty landscape is rapidly changing for tier-1 suppliers. Historically, suppliers have been able to manage warranty expenses through vigorous analysis of physical part returns and negotiation of favorable technical factors with their customers. Recent changes in some warranty cost-sharing programs is resulting in the need to shift supplier warranty focus from solely a cost reduction strategy to a more proactive warranty incident rate reduction focus. In this session we will discuss the current changes taking place and how you as a tier-1 supplier can shift your team's focus to efforts that can result in true warranty reduction.

**7:30 - 8:30 am** *OEM Roundtable Discussion - Invitation Only Reservation required*

**Warranty Metrics, KPIs, Dealer and Corporate Dashboards**

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FIELD SERVICE OPERATIONS, SERVICE AND PARTS LIFECYCLE

**8:30 - 9:00 am** Keynote

**Future Proofing Your Serviceability**

President Global Customer Service Division – FORD MOTOR COMPANY (2009-2022)

**9:00 - 9:45 am** Deep Dive Presentations

**Transforming From Service To Connected Services For Lifecycle Management**

VP of Solution Consulting & Value Engineering - SYNCRON

Product and service delivery is becoming increasingly complex. Whether the priority is making better use of current assets, increasing resiliency and predictability across the business, or simply being able to adapt to meet shifting customer demands, the cost pressures across maintenance, operations, and supply chain are intensifying. Nathan will offer a new and connect approach to improve on the traditional after-sales solutions which connects aftermarket parts inventory, pricing, and service delivery, for a more robust, future-proofed, intelligent, and cost-reductive service execution to your distributors, dealers, and end-customers.

**Embracing The Power Of AI In Optimizing Pricing Strategies: A Deep Dive Into Service Parts, Extended Warranties, and Service Contracts**

Associate Vice President Analytics – TAVANT

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**9:45 - 10:15 Case Study**

**Are You Accurately Diagnosing 12V Auxiliary Battery Failures?**

Director of Service Engineering – CANOO ELECTRIC VEHICLES

The 12V aux battery is the #1 reason for electric vehicle roadside events. In fact, the 12V system in electric vehicles is designed to provide power to all systems outside propulsion, including safety systems like ABS and Power Steering. This presentation will dive into the core functions of 12V batteries in EVs, and how to accurately diagnose their ability to provide power to safety systems.

**10:15 – 10:45 am Case Study**

**Creating An EV Service And Repair Ecosystem**

Vice President Sales – ZEEM SOLUTIONS

- Replace, Remanufacture, Reinvest, Repurpose?
- Roadside failures and assistance
- Full maintenance solutions
- Developing tools utilizing OTA updates

**10:45 - 11:15 pm Networking Break & Tech Expo**

WARRANTY ADMINISTRATION, LEGAL AND REGULATORY COMPLIANCE

**11:15 - 11:50 am Deep Dive Case Studies**

**Advanced Warranty Claim Edits to Improve Lifecycle**

Warranty Manager - PETERBILT MOTORS

Senior Manager Warranty – NISSAN NORTH AMERICA

National Warranty Manager - KENWORTH TRUCK

- What is the right amount of claims for manual accessing versus auto adjudication
- How do you create edits for Technician Training Requirements
- Linking analytics to edits
- Process, Successes/Shortfalls

**11:50-12:10 Research**

**Did You Know That Claims Are Falling But Warranty Accruals Are Rising In The Worldwide Automobile Industry?**

Publisher – WARRANTY WEEK

**12:10-12:40 Legal Guidance**

**Regulatory Scrutiny: Limiting And Avoiding Unnecessary Risks**

Former NHTSA - JTT SAFETY COMPLIANCE SPECIALTY

- Understanding typical areas of regulator focus
- Scrutinizing the adequacy and completeness of an internal investigation
- Anticipating and preparing for a regulator inquiry
- Collaborating with suppliers in exploring, testing, and challenging the limits of rapidly developing tech

**12:40 - 1:10 pm Thought Leadership**

**When I Wish Upon A Cloud**

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President & CEO – PCMI

Service Contract Consulting – DOUG BELL & ASSOCIATES

Mark and Doug will show you how to integrate a state-of-the-art cloud-based “ACTIVE” administration system into a legacy OEM IT ecosystem. New systems would maintain current systems to chargeback suppliers, service existing interfaces, insource & outsource individual products and end the weekly IT meetings needed to manage your business!

**1:10 - 2:15 pm Networking Lunch & Tech Expo sponsored by PTC WARRANTY**

**TELEMATICS & DATA ANALYTICS SHARING & UTILIZATION**

**2:15 - 2:45 pm Case Studies**

**Driving Efficiency: Telematics, AI, and IoT for Proactive Vehicle Care**

Portfolio Manager Quality And Service Solutions - SAS

Manufacturers are realizing the transformative potential of integrating Telematics, Artificial Intelligence (AI), and Internet of Things (IoT) data to optimize vehicle management. By tapping into real-time data collected through telematics, and harnessing the capabilities of AI-driven algorithms, this session explores how remote diagnostics and predictive maintenance can optimize product and process performance. Through compelling real-world customer examples, this session will highlight the practical implementation of these technologies and its impact on transportation.

**2:45 - 3:30 pm Deep Dive Case Studies**

**Unleashing The Power Of Large Language Models In Quality And Warranty Space**

Director Global Warranty Quality | Regional Operations and Compliance - CUMMINS

Senior Manager Quality Analytics - FORD MOTOR COMPANY

Senior Manager Warranty Operations – TOYOTA NORTH AMERICA

- Initial experiments, prototyping suggestions, and enthusiasm @ Ford
- Education journey and success using algorithms to trigger claim data anomalies @ Cummins
- Claims processing automation systems @ Toyota

**3:30 - 4:00 pm Presentation**

**Leveraging Prescriptive Analytics to Enhance Use-Base Insurance/Service Contract Models**

Chief Executive Officer – VECTORSOLV

**4:00 pm Close of Summit**

MAPconnected’s **Warranty, Aftercare and Afterservice Network** is growing. If you are not a Member Company yet, plan to GET MAPCONNECTED in 2024 so that you and your team can benefit year-round from peer-to-peer learnings, networking, benchmarking and collaboration opportunities that our virtual events and messaging forum provide for Warranty Lifecycle Executives and also get your annual summit ticket paid for!

**Look forward to having you join!**

Pam Walter, Founder

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FOR MORE INFORMATION VISIT [WWW.MAPCONNECTED.COM](http://WWW.MAPCONNECTED.COM)