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VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES
Analytics, Data, and Service: Fuel For A Customer-First Connected World

MONDAY 102421 Workshop + VIP Dinner

2:00 - 5:00 Leadership Benchmark Workshop - Reservation required @ $395.00
Prior Approval and Cost Cap Analysis Done Right!   Discuss success stories and pitfalls around implementing Prior Approval and Rebuild versus Replace decisions.

7:00 - 9:00 VIP Dinner – Reservation required
Shark Tank Startups | Audience Judging | Networking & Social Dinner

TUESDAY 102422 Main Summit + Networking Reception

Warranty Lifecycle Of The Future: Connected Stakeholders, Processes & Data

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

7:30 - 8:15 Leadership Exchange Round Robins – Sponsorship open

8:30 Opening Remarks
Mike Roberts, President – **MR Insights**

8:35 - 9:35 Keynote: Revolutionizing The Warranty Lifecycle Using Generative AI For Disruptive Innovation

9:35 - 10:00 Case Study: Unlocking Insights, Empowering Efficiency: Warranty Analytics Redefined

10:00 - 10:30 Networking Break & Tech Expo

10:30 - 11:00 Panel: Exploring New Impacts On Claims And Warranty Accruals Using Warranty Week's Worldwide Auto Warranty Report 2024
Eric Arnum, Publisher – **Warranty Week**
Warranty Week will provide the detailed US dollar totals and averages of a 2019-2023 worldwide auto manufacturers' warranty study, including the worldwide claims, accruals, and warranty reserve totals, the average warranty cost per vehicle sold, and the relative shares of those metrics for manufacturers based in North America, Europe, China, Japan, Korea, India, and other locations. Most of the data is extracted from the manufacturers' annual reports, but estimates are included for non-reporters.

Following the presentation, we will engage in a dynamic discussion on the current and emerging trends influencing claims and warranty accruals.

11:00 - 11:30 Panel: Service Lifecycle Management Powered By AI & Advanced Analytics

11:30 - 12:00 Thesis: Leveraging Relationship Satisfaction to Improve Quality & Warranty Performance
Angela Johnson, Senior Manager for Business Intelligence – **General Motors**
Colloquially, a rising tide lifts all boats. What happens when the water gets rocky - and how does that translate to OEM-supplier warranty relationships? Durable relationships better navigate exchange interactions in both calm and turbulent seas. Learn how to improve quality and warranty discussions by focusing on transactional

efficiency, the key to enduring relationships. Understand how cultural knowledge and peer connections can positively - or negatively - influence transactional efficiency. You'll walk away with a fresh perspective on how to ensure smoother sailing ahead.

12:00 - 12:30 Case Study: "Lies, Damned Lies, And Statistics": Things To Consider When Designing A Program To Interpret Field Signals… Especially From The Perspective Of A Supplier Vs OEM
James Kiriazes, Director Customer Quality Engineering – **Bridgestone Americas**

12:30 - 1:45 Networking Lunch & Tech Expo – Sponsored by **PTC Warranty**

Using Data And New Technologies To Drive Quality Management & Cost Efficiencies

1:45 - 2:15 Presentation and Audience Discussion: New APQP & Control Plan – Are You Ready?
Scott Trantham, Global Supplier Quality Manager – **General Motors**
Harald Wilhelm, VP Quality Products & Services - **AIAG**
Ford, GM and Stellantis, the authors of the APQP manual, have updated the APQP 2nd edition with a new APQP 3rd edition and a new, stand-alone Control Plan 1st edition document.
- *APQP 3rd Edition:* Enhanced for agile project management, it explains the "why" behind the "what" and "when" to ensure successful new product launches.
- *Control Plan 1st Edition:* A dedicated manual providing in-depth guidance and examples for robust control plan execution.

Scott and Harald will explore the updates, benefits, and implementation strategies of these essential documents that have been designed to streamline and commonize processes for future supplier success and then open up for audience engagement!

2:15 - 2:45 Deep Dive Presentations: Earlier Warning & Accelerated Root Cause Analysis

2:45 - 3:15 Case Study: Journey To Reorganize Group Reporting Structures Within Warranty And Quality
Troy Kelsey, Senior Manager Warranty Financial Operations – **Nissan Group of North America**

3:15 - 3:45 Networking Break & Tech Expo

3:45 - 4:30 (3) Deep Dives: Identifying Supplier & OEM Accountability
Eugene Radke, Supervisor GPSC Warranty Performance & CQI-14 Champion – **General Motors**
Carlos Hernandez, Quality Manager Technical Center - **Sogefi**
Bryan Tracy, Senior Manager, Supplier Warranty & Product Review Center - **Navistar**
GM: New comprehensive frameworks to root cause field returns embedded in all new sourcing customer guidelines.

4:30 - 5:45 Deep Dives Followed By Small Group Table Discussions: Warranty Improvement Initiatives: Training | Data Collection | Audits | IT

5:45 Day 1 Closing Remarks
5:45 - 6:45 Networking Reception
7:30 Dine-arounds - *Reservations Required*

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WEDNESDAY102423 Main Summit + Roundtables + Networking Reception

7:15 - 8:30 Continental Breakfast & Tech Expo

7:15 - 8:15 Leadership Exchange Discussions *Reservations Required*
- Warranty Administration
- Purchasing & Supplier Cost Sharing
  Host: Jose Clemente, Manager GPSC Warranty Performance – **General Motors**
- Parts Return & Quality Analysis
  Host: Eugene Radke, Supervisor GPSC Warranty Performance – **General Motors**

Innovative & Automative Driven Dealer Service & Warranty Lifecycle Operations

8:30 Opening Remarks

8:30 - 9:00 Presentation: Harnessing AI And Video Through The DMS System for Seamless Claim Submission, Efficient Parts Return & Enhanced Tech Customer Support
Joe Shaker, CEO – **TruVideo**

9:00 - 9:45 Panel: Demystifying The Decisions To: Build vs. Buy and Outsource vs. Insource

9:45 - 10:15 Case Study: Dealer Visits & Reporting
Clayton Thompson, Senior Product Manager – **Jackson Dawson**

10:15 - 10:45 Case Study: The Case For Validation From Vehicle Information To Fault Codes
Steve Olejniczak, Assistant Director Warranty – **Navistar**
Amit Ganguly, VP Aftermarket Business - **Tech Mahindra**
- Developing and the deployment of our new warranty system
- Leveraging technology enablers and creating links to other systems for additional validation opportunities
- Increasing repair confidence and expanding auto payments

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

11:15 - 11:45 Deep Dives: Suspect Claim Detection & Automation

11:45 - 12:30 Deep Dives: Dealer Ops & Training
Lisa Campbell, National Warranty Manager – **General Motors**

12:30 - 1:30 Networking Lunch & Tech Expo

1:30 - 5:30 Technical Services & Diagnostics Roundtable (see page 4)
1:30 - 5:30 Recall, Customer Campaigns & Legal Roundtable (see page 5)
5:45 - 6:30 Networking Break with Tech Expo Demo's

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WEDNESDAY 102423

Roundtable 1 + Networking Reception

Technical Services & Diagnostics

12:30 - 1:30 Networking Lunch
1:30 Chair: Mike Roberts, President - **MR INSIGHTS**

1:30 Panel Leveraging AI to Optimize Critical Decisions in Service and Warranty
Ashok Kartham, CEO - **Circuitry**
Bora Rajib, Vice President Field Services – **Xalt Energy Systems**
Explore how AI can revolutionize critical decision-making across the vehicle service and warranty lifecycle. This session will dive into the practical applications of AI in diagnostics, repair procedures, parts replacement, claim adjudication, and handling recalls and returns. Discover strategies to automate and augment decision-making processes, resulting in improved efficiency, service delivery, and overall decision quality. Gain insights into how AI can elevate the speed, accuracy, and consistency of decisions made by all stakeholders throughout the service lifecycle.

2:00 Telematics, Predictive Maintenance, & Remote Diagnostics Across The Full Claim Lifecycle
Dave Froning, Portfolio Manager For Quality & Service Solutions – **SAS**

2:30 Guided Diagnostics: Pros And Cons
Nicholas Horan, Director Global Business Solutions – **Tweddle Group**
Understand the future of diagnostics applying the latest use cases from Artificial Intelligence (AI) and Machine (ML), Smart Diagnostic Tools and Advanced decision trees. He will explore application integration use cases and their benefits for: Warranty | Repair | Parts | ML Database | OEM Diagnostic Reader/Scan

3:00: Predictive Analytics Is Revolutionizing Battery Diagnostics
Joshua Linton, EV Platform Manager - **Midtronics**
- Leveraging data, algorithms, and machine learning to identify potential issues and optimize performance
- Accurately diagnosing intermittent electrical failures to prevent comebacks and battery replacements and 'no fault found' diagnoses
- Dispelling myths about battery maintenance to prevent unexpected failures, ensure better service and customer satisfaction

3:30 – 4:00 Networking Break with Tech Expo Demo's

4:00 Technical Publications, Creation And Utilization
Tony Smith, Director of Service Engineering - **Canoo**

4:30 Research: Service Labor Times Development & Trends & OTA's Impact Update

5:00 Panel
Ed Roberts, Chief Operations Officer – **Bozard Ford Lincoln**
- Cutting-Edge Diagnostic Equipment & Technologies
- Mobile Diagnostic Services
- Technician Toolbox's

5:30 Roundtable Closing Remarks
5:30 - 6:30 Networking Reception with Tech Expo Demo's

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WEDNESDAY 10 24 23 Roundtable 2
+ Networking Reception

Recall, Customer Campaigns & Legal

12:30 - 1:30 Networking Lunch
1:30 Chair: Warren DeBardelaben, President – **WD3 Automotive**

1:30 Panel Navigating Recall Management in the Autonomous, Electrified Future
Wayne Mitchell, Global Director of Automotive Solutions - **Sedgwick**
As the automotive industry accelerates toward an autonomous, electrified, and connected future, the escalating complexity of vehicles marks the onset of a new era fraught with brand and reputational risks. Despite this transformative shift, the fundamentals of effective recall management remain consistent.

The panel will outline essential multi-channel strategies and practical implementation advice to help OEMs enhance process efficiency and recall execution. Wayne will share best practices for augmenting contact data, digital, phone, and direct mail channels to achieve recall completion rates exceeding 80%.

2:00 Well.... That's Settled. Or Is It? Resolving Warranty And Cost Recovery Disputes
Moheeb Murray, Supply-Chain Litigation Practice Leader, **Bush Seyferth**
- What constitutes an enforceable settlement agreement?
- Properly document a settlement agreement
- When can a settlement agreement be undone?
- Considerations for resolving cases using mediation

2:30 Panel: **Categorizing Vehicle Recalls Based On Risk Factors**
Eric Gillanders, North America Recall Manager - **Ford Motor Company**

3:00 Case Study: Using GenAI To Enhance The Customer Experience
Daniel Pullo, Global Customer Care, Director Performance & Strategy - **Stellantis**
Daniel will share insights on how his team catalogs global customer care processes and best practice strategies, including handling customer recalls. Leveraging these resources and extensive consumer research, he has been pivotal in rolling out AI technologies to enhance agent effectiveness and efficiency by prompting actions and automating FAQs. Daniel will highlight his Generative AI journey which has transformed customer interactions and operational efficiencies.

3:30 - 4:00 Networking Break with Tech Expo

4:00 Dealer & Field Engagement Deep Dives
Driving Revenue And Retention Through Recall Automation
Ryan Maher, CEO – **BizzyCar | St. Charles Automotive**

4:30 Compliance & Customer Experience: Achieving The Right Balance
- Lemon Law, EV Impact, Tech & Part Shortages

5:00 Panel Unveiling The True Costs: Financial and Brand Impacts Of A Recall

5:30 Roundtable Closing Remarks
5:30 - 6:30 Networking Reception with Tech Expo Demo's

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THURSDAY 102424 EV SUMMIT

EV Service, Operations & Aftersales

7:30 - 8:25 Continental Breakfast & Tech Expo
8:25 Opening Remarks
Chairman: Elena Ciccotelli, Host & Producer - **EV's For Everyone**

8:30 - 9:00 Thought Leadership: Greening the Road Ahead: How Do We Prepare For the Anticipated Obstacles
Brian Engle, Director, Business Development: Electrification - **AmphenolM | President - NAATBatt**
- Leveraging Technological Advances
- Strengthening Collaborations
- Focusing on Sustainability

9:00 - 9:30 Case Study: Charging Forward: Our EV Journey
Austin Conroy, Regional Fixed Operations Director – **Rohrman Auto Group**
Austin shares his practical experience of readying his five stores for the future of EV services and repair. This journey involved everyone from the Service Manager to the Service Advisors and Technicians. He will outline the steps he took to enable this important transition and what's working for them in the following areas:
- Planning and preparing the infrastructure
- Team education, specialized certification and training
- Upgrading equipment to EV-specific tools and PPE
- Why he chose to drive an EV for a month and insights learning

9:30 -10:00 Case Study: Minding The Gap: Reeducating And Reformatting ICE Customer Behaviors To BEV
Ayana James, Model e CX Owner Success Manager – **Ford Motor Company**
Samantha Hoyt, Field Academy Coach – **Ford Motor Company**
- The Tesla effect
- Educating EV owners
- Short term vs. long term impact
- Building the dealer relationship

10:00 - 10:30 Case Study: Aftermarket Strategy For Servicing & Partnerships

10:30 - 11:00 Presentation: What You Need To Know To Service EVs: MVP Deliverables For Launch
Nicholas Horan, Director Global Business Solutions – **Tweddle Group**
Nick will outline best practices for building a product information strategy that promotes unique, long-range operational efficiencies:
- Repair Information & Service: 80/20 Rule, Technical training and certification
- Diagnostics: Guided versus traditional
- Parts: Streamlining your electronic parts catalog
- Operations: Regulations and homologation requirements

11:00 – 11:30 Networking Break with Tech Expo

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11:30 - 12:00 Panel: Harnessing EVs and Digital Innovation to Unlock New Service Revenue Streams
Ashok Kartham, CEO - **Circuitry**
Bora Rajib, Vice President Field Services – **Xalt Energy Freudenberg e-Power Systems**
Electric vehicles and advanced algorithms, powered by connected vehicle data, are reshaping how OEMs and dealers can generate new service revenue. This panel discussion will explore the potential of subscription-based services and other innovative revenue models that go beyond traditional break-fix approaches, highlighting new emerging opportunities to enhance customer value and drive additional revenues and profits for your business.

12:00 -12:45 Panel: Exploring New Aftersales Services To Boost Consumer Confidence & Maximize Profitability
Ed Roberts, Chief Operations Officer – **Bozard Ford Lincoln**
Tony Smith, Director of Service Engineering - **Canoo**
Al Salas, CEO – **Eco Auto**
Leasing Batteries | Cross-Branded Services | Comprehensive Warranties | Recycling | Parts Sales | Roadside Assistance | Remote Diagnostics | Predictive Maintenance | Personalized Services

12:45 - 1:45 Networking Lunch with Tech Expo
1:45 - 2:15 Presentation: 12V EV & SafetyPower Diagnostics: An Often Forgotten Part
Joshua Linton, EV Platform Manager – **Midtronics & Client**
As the automotive industry electrifies, high-voltage infrastructure and charging networks are expanding. However, the low-voltage SafetyPower™ system in EVs is often overlooked. This system, powered by a low-voltage battery, ensures critical vehicle functions operate safely and reliably. Joshua will explain SafetyPower™, its importance, consequences of neglect, and maintenance tips for low-voltage batteries in EVs.

2:15 - 2:45 Presentation: Navigating The Currents Of EV Battery Logistics
Bryce Cornet, Senior Manager Supply Chain Logistics EV Battery Solutions – **Cox Automotive**
From navigating hazardous materials regulations to tackling the challenges of international shipping, Bryce will uncover the secrets behind safely and efficiently transporting electric vehicle batteries. Discover how EV Battery Solutions is leading the charge in large-scale operations, managing over 60,000 battery shipments annually while balancing cost considerations and ensuring the safe delivery of every battery.

2:45 - 3:15 Presentation: Technical Training/E-Learning/EV Certification OR OTA's/Regulations Discussion

3:15 - 3:45 Panel: 1st Responders Guide: EV Battery Risks and Solutions
Damon Robinson, Chief Plans and Examinations – **Detroit Fire Department**
Donald Thomas, Fire Marshal – **City of Detroit**
Ron Butler, Chief Executive Officer - **ESSPI**
The panel will explore the challenges and measures that ensure EV safety

3:45 End of Summit
MAPconnected's Warranty, Aftercare and Afterservices Network is growing. If you are not a Member Company yet, plan to GET MAPCONNECTED in 2025 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 Service Lifecycle Management Executives and also get your annual summit tickets paid for!

Look forward to having you join! Pam Walter, Founder MAPconnected & Summit Producer
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