So...
who am I?
Marketing Strategist for 30+ years
We’ve Learned a Few Things
Finding owners of older models ...
How we’ve been reaching them

*up to now*...
Need to expand the platform to include...
Integrated Multi-Channel Communications

Using proven Tools, Methodology, and Processes to refine our measurements and achieve unprecedented results.
Get them where they live
Time to Step Up Our Game
Change the Way We Think

Cost per Remedy

Cost per Interaction
Periodically Introduce Empathetic Messaging

Test response rates of adding a softer approach with the necessary legalese within the communication
Testing Message, Format & Velocity

Generation 1: Legal Language/NHSTA (Voice of Government)
Generation 2: Call to Resolve
Generation 3: Voice of Reason
Generation 4: Voice of the Customer
Generation 5: Voice of the Passenger
Test Everything
Finesse the Process

Test each iteration of the Process

- Test 10 - 20% while 80% is rolling
- Move forward with the best performers
- And do it again
Moving Forward

Knowledge is Power
The Next Leap

• Reduces risk mitigation for all programs
• Speeds up the remedy process
• Delivers clear message of “Safety First”
• Transforms the process to a more successful model
Continue the Conversation

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