



## VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

### Analytics, Data, and Service: Fueling A Smarter Customer-First World

#### **MONDAY 10/25/20 Workshop + VIP Dinner**

**2:00 - 5:00** *Interactive Workshop | Streamlining Warranty Approvals: Are You Spending More Than You Are Saving?*

Key topics include:

- Interactive mapping of your business approval challenges
- Explore technology options that are surprisingly inexpensive and adaptable to your business
- Stop dragging down technician efficiency with administrative tasks
- Get the correct business answer efficiently and without rework – Ford examples
- Develop a plan, launch, evaluate, optimize, and expand

**6:00 - 8:30** VIP Dinner



Sponsored by: AI-Service Warranty Lifecycle Management Think Tank

- *Shark Tank Competition* → 2 pitches, 5 minutes each
- *AI in the Field Panel* → Featuring GM Dealer Chat Bot + other AI innovators

#### **TUESDAY 10/25/21 Main Summit + Networking Reception**

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

**8:15** Opening Remarks Chairman

**8:30 - 9:10** *Case Study | From Cost Center to Catalyst: Unlocking The Power Of Warranty Data*

Warranty data processing isn't just about reducing costs—it's about unlocking insights that drive product quality, streamline claims management, and strengthen dealer relationships. Marijo explores how high-impact analytics, paired with a clear understanding of business goals and data sources, can transform warranty management into a competitive advantage.

**Kia America** | Marijo Prodanic Director Warranty Ops & Tech Assistance

**9:10 - 10:00** *Smarter Quality & Supplier Ecosystems*

**10:00 - 10:40** *Deep Dives | Warranty Initiatives*

**Nissan** |

**GM** | *Accelerating Claims & Payment Processing*

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**10:40 - 11:10** Networking Break & Tech Expo



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#### **11:10 - 11:40** *Case Study | From Complexity to Confidence: Inside Cummins' Award-Winning Warranty Transformation*

What does it take to elevate warranty from a cost center to a capability that earns awards? Cummins unpacks the turning points of its multi-year journey with Synchron—why they acted, how they executed, and the cultural moves that stuck. We'll close with what's next: scaling insights, tightening feedback loops from the field, and advancing quality—without slowing the business.

**Cummins** | Sarah Huff Director Global Warranty Systems

**Synchron** | Mike Dabe Senior Vice President of Sales

#### **11:40 - 12:10** *Case Study | Decoding Warranty Terms: Rules, Regulations, and Practical Realities*

Why are most warranties "limited"? What disclosure rules shape their language? And how do digital formats align within regulatory requirements? James offers a look at the rationale behind common warranty terms—highlighting the compliance factors that influence warranty manuals and exploring how these considerations may apply across the industry. While not a legal briefing, this discussion of practical considerations will provide context and clarity for those navigating the complexities of warranty documentation.

**Bridgestone** | James Kiriazes Director Customer Quality Engineering

#### **12:10 - 12:45** *Research Study | Aligning Relationship Data with OEM Warranty Metrics and JD Power Scores*

**Plante Moran** | Angela Johnson Supplier Relations Analytics Principal

#### **12:45 - 2:00** Networking Lunch & Tech Expo

#### **2:00 - 2:40** *Deep Dives | Quality Management & Root Cause Identification Warranty Initiatives*

*Proactive Versus Reactive Structured Approach To Warranty Reduction*

**Magna Seating Systems** | Jossey Bertollini Product Engineering Manager

2 open

#### **2:40 - 3:00** *Sponsor Track | From Concept to Customer Impact: The AI Transformation of After-Sales Quality*

Discover how OEMs turn connected vehicle data into action—with McKinsey's proactive quality blueprint, AWS data lakes for early issue detection, and Upstream's AI-driven digital twins making pre-claim insights a reality.

**Upstream Security** | Arnon Shafir VP Business Development

**AWS** | Bill Foy Director of Global Automotive

**McKinsey & Company** | Ben Ellencweig Senior Partner



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**3:00 - 3:30** Networking Break & Tech Expo

**3:30-4:10** *Research | Navigating Labor Market Trends in Vehicle Service & Warranty*

In this session, Daniel will delve into the current state of the U.S. labor market, emphasizing trends that directly impact the vehicle service and warranty sectors. Drawing from Indeed's extensive data, he will provide insights into labor supply and demand, wage dynamics, and workforce challenges specific to this industry.

**Indeed** | Daniel Culbertson, Senior Economist

**4:10 - 5:15** *Leadership Exchange Discussions With Feedback Report Back*

Hosts: **Kia**: State Regulations | **Magna Seating Systems**: Fostering Ownership and Accountability to Elevate Team Performance |

8 Topics Open: OTA Updates & Maintenance | Vision to IT Reality | AI: Warranty Adjudication | Quality Decline Drivers | Suspect Claim Detection | Route Cause/Parts Return | Resolving Cost Recovery Disputes | Field Quality Collection, Reporting, Addressing


**5:15** Day 1 Closing Remarks

**5:15 - 6:15** Networking Reception

**7:00** Dine-arounds Hosted By Sponsors - *Reservations Required*

## **WEDNESDAY 102522 Main Summit AM + Roundtables PM**

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

**7:30 - 8:30**  AI-Service Warranty Lifecycle Management Think Tank Meetup

Join the session to explore five real-world AI use cases

AI-Powered Claims Assistance for Technical & Dealer Contact Centers | **Circuitry.ai**

Reinventing Claims Adjudication with AI: Accelerate Decisions. Cut Costs. Boost Satisfaction | **Sd-ize**

Smarter Maintenance and Claims Management with Generative AI | **SAS**

Early Warning Scout: Detect Early. Act Faster. Fail Never | **Tavant**

AI-Driven Digital Signatures for 12V Battery Diagnostics | **Upstream Security**

**8:30** Opening Remarks Chairman

**8:35 - 9:00** *Thought Leadership | The AI Revolution in Automotive IT: From Buzzword to Breakthrough*

The automotive aftermarket is entering a new era where AI is no longer optional—it's transformational. Success won't go to the biggest players, but to those who understand workflows, interpret complex data, and listen to the voice of the technician. This session explores how AI can be applied meaningfully to elevate operations, improve efficiency, and drive real impact beyond the hype.

**CartecIQ** | Dean Ricciardulli CEO



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**9:00 - 9:30** *Panel | Building the Future Now for AI in the Warranty Lifecycle: Foundational Building Blocks, Focus Areas, and Use-Case Priorities*

Hear from industry leaders as they break down the core building blocks fueling AI journeys, show how to cut through the noise to focus on what matters, and spotlight the bold, high-impact use cases to help future-proof your warranty operations.

**Bridgestone** | James Kiriazes Director Customer Quality Engineering

**Circuitry.ai** | Ted Danner Sr. Director, Automotive Warranty & Service Contract AI Solutions

**9:30 – 10:00** *Case Study | Transformational Impact: Reimagining CX, Operations & Service Strategy*

- Tiered Model approaches
- Navigating vendor complexity
- Technical assistance transformation
- Elevating warranty support for measurable results

**BRP** | Chrystelle Lachance Former Director Global Support

**10:00 - 10:30** Networking Break/Tech Expo

**10:30-11:15** *Panel | Future-Ready Warranty Strategies – Connected Tech Shaping Next-Gen Solutions Smarter, Faster Claims for TPAs and OEMs*

**Truepic** | Craig Stack Founder & CEO

2 open

*Dealer & Field Service Excellence – Equipping Teams With Real-Time Support Tools To Optimize Parts, Service & Warranty*

**11:15-12:00** *Panel | Training for Impact – Elevating Warranty Administration and Technical Expertise*

**Kubota**: Xin Ling Warranty Manager

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**12:00-12:30** *Research + Interactive Discussion | Exploring New Impacts On Claims And Warranty*

Warranty Week will present its 2025 Global Auto Warranty Report, covering claims, accruals, reserves, average costs per vehicle, and regional market shares worldwide. A discussion will follow on emerging factors shaping claims and accruals, including emission regulations, BEV vs. ICE, and rising replacement part costs.

**Warranty Week** | Eric Arnum Publisher

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



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

### **Analytics, Data, and Service: Fueling A Smarter Customer-First World**

**1:30 - 5:00** Recall, Customer Campaigns & Legal Roundtable (see page 5)

**1:30 - 5:00** Technical Services & Diagnostics Roundtable (see page 5)

**3:00 - 3:30** Networking Break & Tech Expo

**5:00** Roundtable Closing Remarks

### **WEDNESDAY 10/25/22 Recall, Customer Campaigns & Legal Roundtable**

Join industry peers to tackle the complex legal and compliance challenges shaping recalls and customer campaigns. Discussion topics include:

- Telematics & Customer Data Compliance
- Role of Reputation Management In High-Stakes Situations
- Recall Outreach: Data-Driven Customer-Centric Strategies
- NHTSA Reporting
- Labor Rates
- Lemon Laws/California AB1755: Current Status & Lessons Learned Since Implementation

**3:00 - 3:30** Networking Break & Tech Expo

**5:00** Roundtable Closing Remarks

### **WEDNESDAY 10/25/22 Technical & Field Services Roundtable**

Join industry peers to share best practices and emerging strategies shaping technical and field service operations. Discussion topics include:

- Field Service Ops & Auditing
- Technical Assistance Centers
- Leveraging Cutting-Edge Diagnostic Technologies
- Optimizing Technical Publications
- Service Labor Times Development & Trends
- OTA Impact Discussions

**3:00 - 3:30** Networking Break & Tech Expo

**5:00** Roundtable Closing Remarks

## **MAPconnected is redefining Warranty, Aftersales & Aftercare collaboration—are you on board?**

“MAPConnected is a great network to keep the pulse on the Automotive Warranty world.”

– Warranty Performance Manager, General Motors



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### **Analytics, Data, and Service: Fueling A Smarter Customer-First World**

Why do Hyundai, Cummins, Kubota & Bridgestone keep coming back to MyWarrantyNetwork? Because it's more than networking—it's shared problem-solving at scale.

🔗 Start with our Just Looking Free Trial and see why MyWarrantyNetwork is where the industry connects.

Join today: [mapconnected.com/join-mywarrantynetwork](https://mapconnected.com/join-mywarrantynetwork)

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