



# HOW WARRANTY MANAGEMENT DRIVES COMPETITIVE ADVANTAGE

*Presentation By:*

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Warranty Management is a strategic business discipline that can be used to align customer needs and expectations with the priorities, processes and behaviors of the extended enterprise. With the advent of a global supply base, growth of global markets and expansion of global alliances for products and services, the evolution of robust Warranty Management system will greatly influence the profitability and sustainability of existing and future business ventures.

Attendees will learn the following:

- Operational definition of Warranty Management
- Impact of Warranty Management on the customer experience
- Impact of Warranty Management on the extended enterprise
- Future challenges