

# **Webinar Talk on Product Recall for Customer Satisfaction in Automotive Industry**

**12 JANUARY 2022 | 4:00 PM - 6:00 PM**

Organised by: Seniors Special Interest Group

**BEM Approved CDP: 2 Hours  
Ref. No.: IEM21/HQ/492/T(w)**

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**Registration fee  
Student Member: Free  
IEM Member: RM15.00  
Non-Member: RM70.00**

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**Ir. Ts. Sukhairul Nizam Abdul Razak**

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# **SYNOPSIS**

This webinar will provide valuable assistance and education to companies that need to improve their product recall and crisis management system, especially for automotive manufacturing companies.

**Why Should You Attend This Webinar:**

When your company grows, the potential crisis grows proportionally. Ultimately, how your company manages the crisis, will determine how your brand succeeds in today's competitive marketplace.

Prior to the global COVID19 pandemic, plenty of product recalls were conducted especially for an automotive company globally. In Malaysia, national and non-national car companies like Proton, Perodua, Toyota, Honda, etc also subject to product recall exercises. The purpose of the product recalls, is to ensure the public safety is taken care of due to the product's defects. However, with an effective recall exercise, you and your team be able to:

- **Protect the reputation of the company for both product and services**
- **Comply with the regulatory laws or regulations**
- **Protect the safety and health of customers and employees**
- **Manage the recall management with necessary response actions**

**Areas Cover In This Webinar:**

**Below are the processes involved in managing the recall:**

- **Part supply and retrofit at service or delivery centre**
- **Part preparation, warranty process and monitoring**
- **Customer appointment**
- **Market news on recall exercise to the affected customers**

## **SPEAKER BIODATA**

Ir. Ts Sukhairul Nizam Abdul Razak received an early education at SMK Methodist ACS Klang Selangor, UTM Skudai in Bachelor of Mechanical (Aeronautical) Engineering and MBA from Charles Sturt University Australia. Registered as Professional Mechanical Engineer with practicing certificate since 2001 with Board of Engineers Malaysia and registered as Professional Technologist with MBOT as well auditor for EAD Board of Engineers Malaysia (BEM). Started career at Proton's Manufacturing since 1995 as RND's design engineer follow with other positions in various departments in Proton Edar for nearly 18 years such as a Car Body Design Engineer, Branch Sales Manager, Manager Sales Standard, Manager Warranty Operations, Manager Equipment Tools & Calibration, Head of Division Office, worked with Accenture Malaysia for Daimler Group's project established Product Expert & CSTAR and appointed as Regional Director for Learnmax Pro Solutions Sdn Bhd. Was a Senior Lecturer for City University Malaysia and Lecturer for First City University College Ir. Ts Sukhairul Nizam has experienced managing product recall for the national car company as well as a coach for premium automotive company.