

OUR CUSTOMERS

Making their hearts go **waku-doki**

All over the world, Toyota has carved a niche for itself as the company that people can trust – that does its very best to delight its customers. At Toyota, this philosophy is described as 'Customer First'. This leads Toyota to evaluate success not just in terms of sales growth, but also using a measure of customer satisfaction. In India too, Toyota is committed to providing high quality products at a reasonable price and cater to changing customer needs. World renowned products, combined with a thoughtful range of services, have won TKM a special place in the hearts of Indian customers. Like the rest of the world, India also has welcomed and accepted the legendary Toyota quality. As a result, to over 6 lakh satisfied customers, the name **Toyota equals Trust**.



OUR CUSTOMERS

Toyota as a brand worldwide which stands for quality and reliability is evolving:

- ▶ Toyota has built a strong equation with Quality products in India
- ▶ In the year 2010, Toyota launched its 'Quality Promise' Campaign supported by the 'Toyota yani Bharosa' campaign
- ▶ Toyota Kirloskar Motor has delivered to its image of trust with credible products and customer experiences

Toyota in India is perceived as a premium brand but with an entry into the B Segment car market – the objective is to make it more mass market friendly.

The 2012 Delhi Auto Show presented a new face of 'Toyota – Harmony in Motion' with the promise that Toyota is fun.



Toyota makes customers happy through: **HAPPY EXPERIENCES**
(in driving, with people, families, and with nature)

This year in 2012... The Toyota brand is also going to be fun and thrilling. The focus will be to connect with the youth. Heart-thumping exhilaration is Toyota's new brand promise. And hence Toyota adopted Waku Doki as a brand message for this year.

waku-doki as a message:

- Value that promises "Toyota is fun"
- Value that propels new motivation internally
- Value that assists each of its products



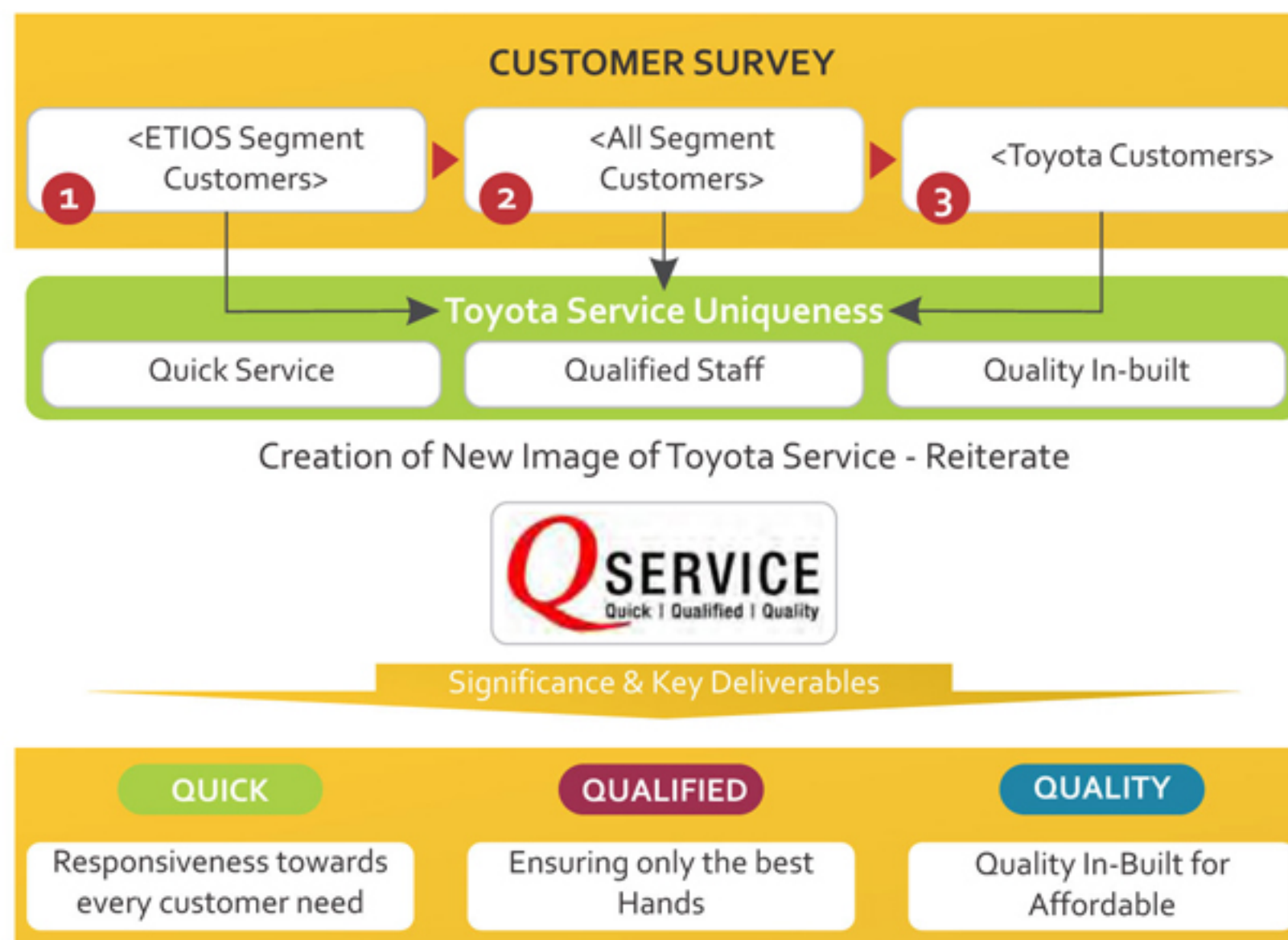
ASSESSMENT OF EFFECTIVENESS FOR Q SERVICE

TOYOTA CUSTOMER SERVICE PHILOSOPHY

We must accurately keep the promises we make to customers regarding quality, price, and delivery timing, together with providing superb, sincere, caring customer service if we are to satisfy our customers and earn their trust.



We have taken it forward through our Q Service, keeping human touch as one of the prime factors in India. A new benchmark in auto-industry was set with introduction of the Toyota Q Service in the year 2010. Awareness and understanding of Q Service is checked on Quality & Quantity in association with Perceptions & Expectations from Dealers & Customers point of view. After analyzing the results, promotions of Q Service will be enhanced through proper Content and Tool.



Expectations from the survey



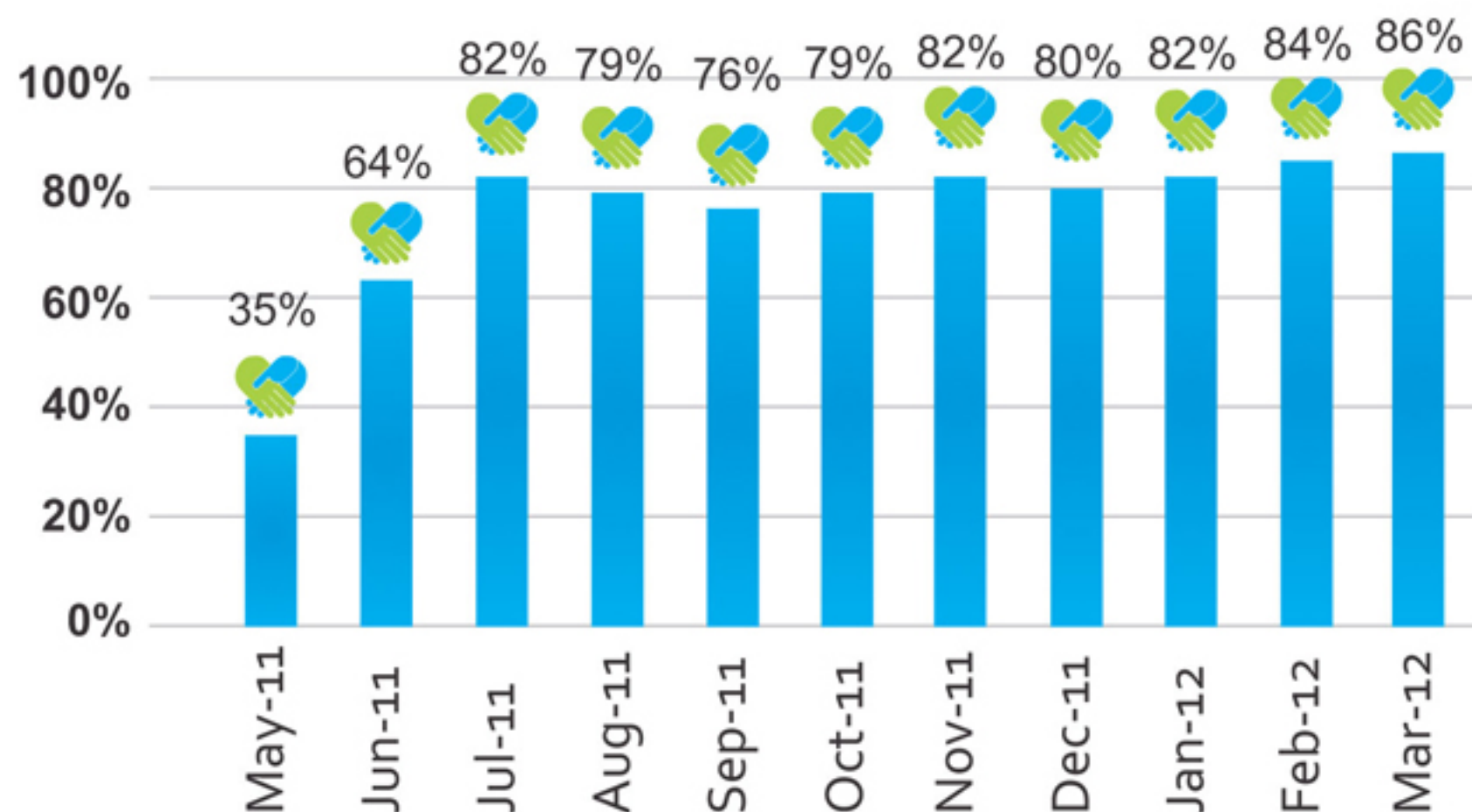
This effectiveness check was conducted as per the following facts:

- 1 Mock survey was conducted at select cities
- 2 Dealer level GM-CS, SA & Technicians were interviewed. A, B, C type of dealers are considered
- 3 Customer category selected are [Etios only, Etios + Other brand, Etios + Toyota Brand, Toyota + Other Brand]
- 4 Mock survey was done for a sample size of 60 Nos followed by the main survey covering a sample size of 600+ Nos

RELATIONSHIP BUILDING PROGRAM

Q SERVICE-Shubharambh

Many initiatives have been taken up by TKM in order to meet the customer satisfaction rate and to build good relationships with the customers. Shubharambh was started with a launch of the new ETIOS vehicle. This program is basically designed to build the Q Service experience to ETIOS customers during their first time visit for service.



All India Relationship Building Rate



NO TO COUNTERFEIT [NTC] CAMPAIGN 2011

Q SERVICE - QUALITY

Counterfeit parts in the Indian market have become a cause for major concern. A study conducted by Indian Market Research Bureau (IMRB) endorsed by the Society of Indian Automobile Manufacturers (SIAM) suggests that India has become a global hub for counterfeit parts. This has motivated Toyota Kirloskar Motor Private limited to start an anti-counterfeit campaign.

TKM chose to focus on promoting awareness by educating about the dangers of using counterfeit parts in vehicles for their customers. NTC campaign was carried out in 30 dealerships across 12 cities in India from 15th Nov 2011 to 30th Nov 2011.



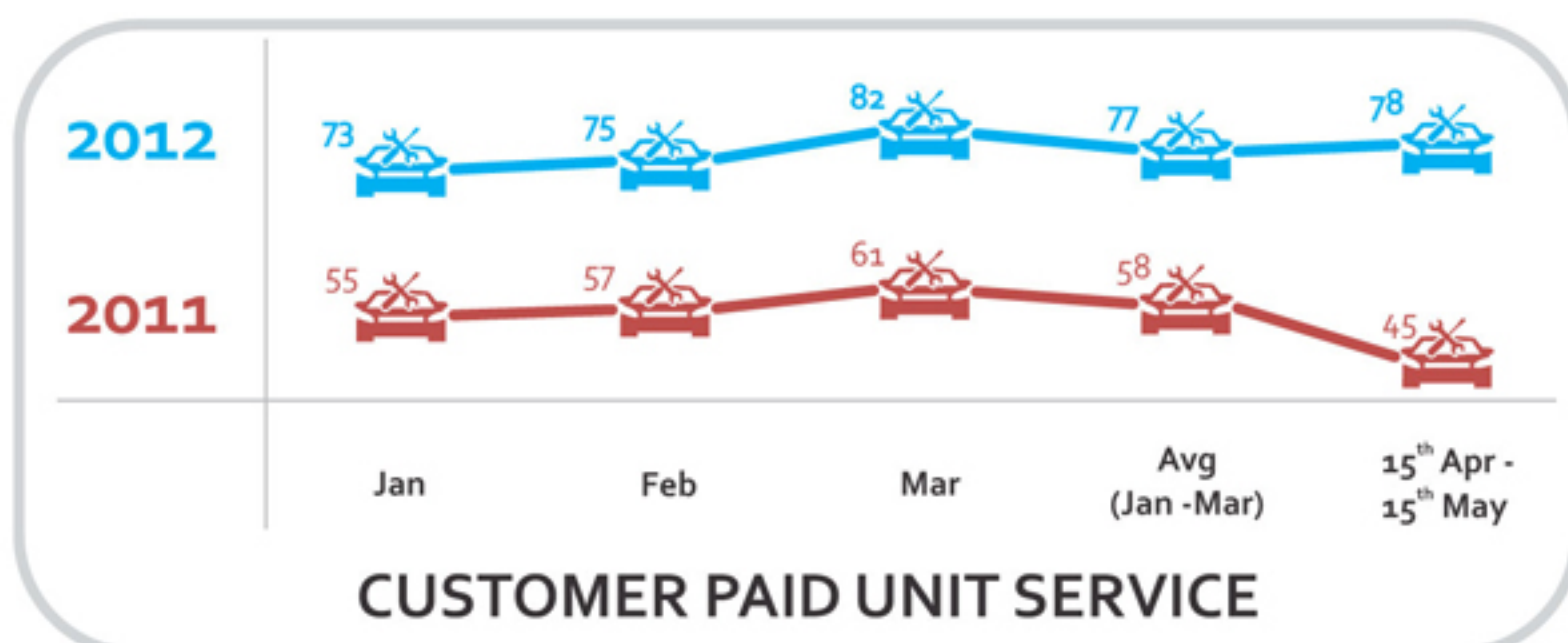
OUTCOME:



Majority of our Toyota customers are using Toyota Genuine spare parts only and are aware of counterfeit parts and its impact.

SEASONAL SERVICE MARKETING CAMPAIGN

Seasonal campaigns are carried out across the country to spread the awareness to all the customers. With these campaigns, customers are delighted with some excitement discounts on sales / service / on Toyota genuine parts. As every year, this year too, a Summer Campaign was held in the Eastern, Western & Southern regions of India from 15th April to 15th May 2011 & 2012. Whereas North region was carried out on 15th May to 15th June 2011 & 2012.



Above graph indicates the positive reflections compared to the previous year out of the campaigns

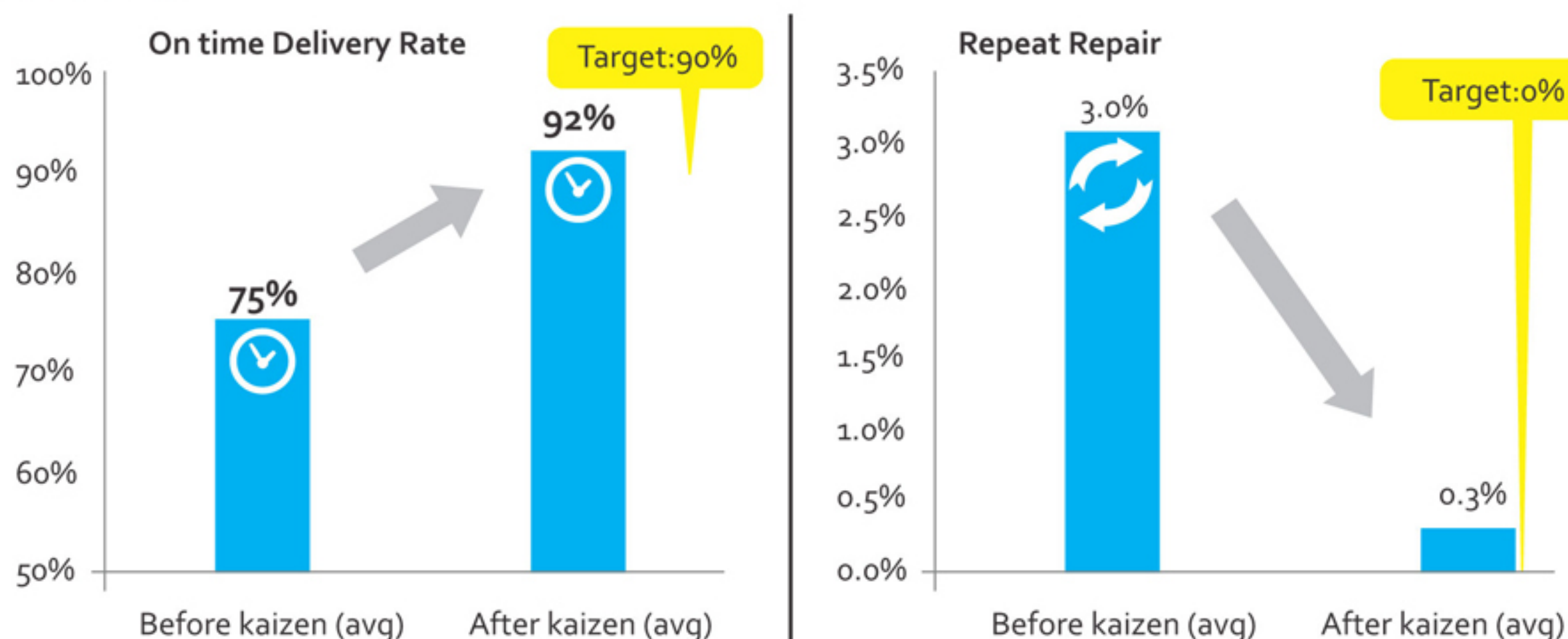


BASIC PRO KAIZEN ACTIVITY AT DEALERSHIP BODY & PAINT

A survey was conducted along with Toyota dealers for the current market condition and the vehicle traffic in India. Body & Paint has a very good business opportunity and more contribution towards the Dealer revenue generation [General Business : 40% and Body & Paint Business: 60%]. TKM being the first distributor to globally initiate & successfully complete the study of B&P repair operations enhancement activities [Focusing on On-Time Delivery & Repair Quality].



A pilot study was conducted at five selected Dealers across the country and the outcome of this activity was appreciated. Hence this we planned to start this activity at 16 other dealers across country and later YOKOTEN to rest of the dealers. This will result in enhancement of "Customer Satisfaction" and also improve the Dealer business. Some of the key results of this activity are listed below:



Before activity, the **On time delivery rate** & **Repeat Repair rate** of the pilot Dealer was as shown above. By continuous kaizen & process monitoring Dealer achieved the set targets. This resulted in enhancement in Repair Quality which further resulted in Customer Satisfaction.

CAR SEAT FOR SPECIAL NEEDS EASY SEAT

TKM launched Easy Seat an accessory for Corolla Altis at the Auto Expo held on 7th January 2012. Largely vehicles completely rule out the needs of people with disability (PWD) and other such pressing health ailments which render mobility to many. Automobiles are a hope for such individuals to move around and travel distances. But the biggest hindrance is in getting into the vehicle; TKM came up with a simple solution that makes people suffering from arthritis, multiple sclerosis, paralysis, stroke patients, paraplegics, amputees, parkinsons, PWDs, backbone & knee ailments to easily get inside the vehicle. The Easy Seat is recommended by doctors for PWDs and pregnant women as well. The Easy Seat feature allows the seat to rotate, swivel and slide making it easier for entry & exit for people with special mobility needs.



29TH JUL 2011**10TH NATIONAL SKILLS CHAMPIONSHIP**

The National Manpower Excellence Centre-Bidadi hosted one of the most anticipated events organized by Toyota Kirloskar Motors, the National Skill Contest. The one day event held on 29th July 2011 was conducted for the following categories of dealership personnel: Body, Paint & Customer Relations. This was also a milestone year as it marked the 10th successful year of the event being organized.

The key objective of Skill contest is to provide a platform for the best among the Toyota Dealership personnel across India to showcase their talent & proficiency in their respective job

roles. This also provides an opportunity to TKM to recognize & felicitate the actual people who represent & uphold the image of Toyota standard of service provided to customer.

The 36 participants (12 in each category) had earned their place in the contest by emerging as the champions in similar competitions organized at their dealership level & then at the respective zonal Manpower Excellence Centers. The contest tested them further by pushing the challenge a notch higher.

	Body	Paint	Customer Relation
Winner	Mr. Binu M B (Nippon Toyota Tl01A)	Mr. Keyar Singh (Grace Toyota GU02A)	Mr. Vijay Kumar (Nandi Toyota BL02A)
1st Runners Up	Mr. Deepak (Galaxy Toyota DL01A)	Mr. Santosh MF (Nandi Toyota BL03A)	Mr. Saileesh (R K Toyota HY03A)
2nd Runners Up	Mr. Wahid Maner (DSK Toyota KH01A)	Mr. Jagmohan (Radiant Toyota LU01B)	Ms. Meera (Galaxy Toyota DL01A)



TKM Top management with CR Category winners



NSC Champions with H Nakagawa, MD TKM



TKM Top management with Body & Paint Category winners

