



OUR
CUSTOMERS



SUSTAINABLE CUSTOMER RELATIONS



DEALER CUSTOMER ASSISTANCE CENTRE

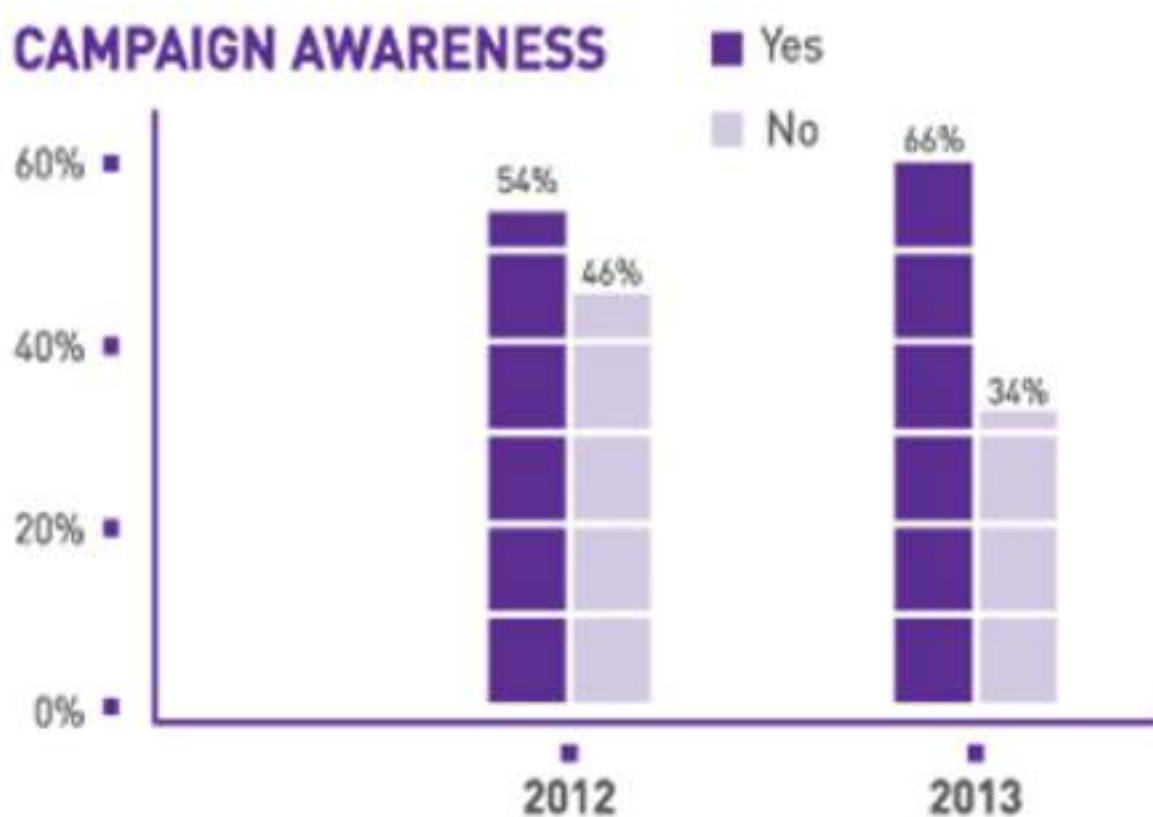
Over the period of time, we noticed customers complaining about the numerous calls they had to make to get access to their service requirements. This challenge has led to customer dissatisfaction and a low score on the customer satisfaction index. As a countermeasure, TKM initiated a single point of contact for any Query, Appointment or Feedback across Sales, Service and Customers Relation requirements. This initiative has helped TKM in monitoring the KPI monitoring with call quality adherence to ensure better customer experience and increase in business revenue generation through sales enquiry registration and reduction of service loss opportunities.

SEASONAL CAMPAIGN

Seasonal Campaign is a tool for customer retention. Campaigns were carried out across the country to enhance dealer business and to create excitement for customers.

| | | |
|-------------------|-------------------|-------------------------|
| | | Dealer Special Campaign |
| | | + |
| | Regional Campaign | National Campaign |
| | + | + |
| National Campaign | National Campaign | National Campaign |
| Year 2012 | Year 2013 | Year 2014 |

CAMPAIGN AWARENESS



MONSOON CAMPAIGN



CAMPAIGN DURING FESTIVAL

Campaign awareness enhanced from 54% to 66% with increase in number of campaigns

CUSTOMER PRIVACY

TKM takes utmost care of their customer privacy and customer data handling. Through Centralised Toyota Dealer Management System [CTDMS] all the customers, vehicles, dealers, dealer employees and parts data are securely maintained in a centralised server placed at TKM. The information can only be accessed through highly secured TKM network. Only TKM authorised dealers can access this data. There have been no complaints regarding breach of customer privacy and loss of customer data during 2013-14.

PRODUCT AND SERVICE INFORMATION

Product specification details are made available on the Toyota Website, which is intended to help the customers and stakeholders understand the product and vehicle related information. In addition, periodic campaigns are organised [No to Counter Feit, Seasonal Campaigns] for customer's awareness on various aspects of the product and safety.

No significant fines have been levied on the company for non-compliance with regards to laws and regulations concerning product service and their information and labeling during 2013-14.

CUSTOMER SAFETY

All vehicles produced at Toyota Kirloskar Motor are of the highest safety standards with its new generation technology. All TKM vehicles meet the prevailing safety regulation of the country. Through Toyota philosophy of Kaizen combined with the principle of Reduce, Reuse and Recycle, the products go through many cycles of improvement until the desired standard

is achieved. TKM does a periodic assessment of its products and services to reduce their health and safety impact. No incidents of non-compliance with regulations and voluntary codes concerning these aspects have been reported.

EXPRESS MAINTENANCE

Express Maintenance (EM) is derived from the concept of Toyota Production System to achieve shorter lead time and commitment towards 60 minutes service. The EM Programme is certified by TKM and implemented at all dealers across India.

Each dealership has different number of bays with 3 technicians for each bay. Standard Operation Procedures are shared with these technicians based on which they analyse and identify problems which can be serviced within 60 minutes. The vehicles serviced at these bays are usually the ones which come for periodic maintenance servicing.

TEAM SYNERGY AND CUSTOMER CENTRE CITY WORKSHOP

A workshop was organised at dealer outlets to reiterate and demonstrate the importance of Customer Focused Teamwork [Customer Delight] and lead to high Customer Satisfaction. These workshops are conducted for each and every individual working in the dealership as it motivates the employees and also triggers them to enhance their ability to enhance customer delight.

Benefits of the workshop:

- » Enhanced Team Work
- » Customer Satisfaction
- » Better Communication and Co-ordination



CUSTOMER SERVICE EXCELLENCE AWARD [CSEA]

CSEA is given by TMC to Distributors who make considerable achievement in various categories like – Distributor Fundamentals, Customer Satisfaction Improvement, Service Capacity and Operation, Parts Logistics and Value Chain. Consecutively third time TKM has achieved GOLD Award in CSEA Programme.



Express service facility at dealership

TOYOTA EXPRESS SERVICE (TES)

TKM launched its Toyota Express Service (TES) outlet in Delhi and Bangalore. TES is designed to offer the renowned Toyota standard of high quality service to its customers in a very short time. It is a standard service centre with only EM60 concepts that take up servicing of periodic maintenance vehicle.

TES would exclusively accommodate the well known EM60 concept which has been appreciated by the customers all over India. With the help of sophisticated equipment, perfect ergonomics, synchronising processes and eliminating stagnation amidst them, TKM has managed to reduce the turn around time of servicing with the Express Maintenance concept.

The concept of TES was conceived keeping customer's needs in mind so that the patrons can spend quality time relaxing at the facility while the vehicle gets serviced, thus duly valuing the precious time of the customer.

The new TES outlet is conveniently located within close proximity to a full fledged TKM dealership. The due support is provided through its parts and other paraphernalia as required. TKM has also introduced Eco Washing technology at TES to clean the vehicle body.

Spread over a total area of around 8,000 sq ft, the Toyota Express Service outlet has 3 Express Maintenance bays. With its efficient operations following standard operating methods of Toyota, this facility can churn out around 34 units in a day.

