

en·gauge

 **TOYOTA**
summer 2007

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Always Think Ahead

Hip new technologies for your dealership are here that can revolutionize the way you do business.

The Blog Zone

Do you know what a Blog is? It's time you find out how they can make an impact on your customer and your dealership reputation.

Special Edition: Your Service World

Whether it's adding value to general service needs, retaining hybrid service customers, increasing part sales and more—it all adds up to providing your customers a comprehensive dealership service experience.

Options, Options, Options

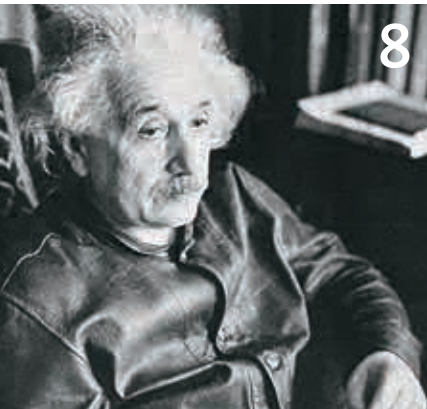
New accessories are here for the 2008 Toyota Highlander and Scion xD.

en-gauge

Uniting Toyota Professionals Towards Excellence

The mission of *en-gauge* magazine is to unite Toyota professionals in their common quest for excellence with timely, relevant information about Toyota products, programs, people, facilities and industry trends. It will foster a sense of pride in being a member of the Toyota family and inspire a greater camaraderie toward higher levels of customer service.

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FUEL
en-gauge Challenge/Survey, Prizes, The New EPC—finding parts made easier with the Electronic Parts Catalog.





always think ahead

“Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.”

– Steve Jobs

1955-present

Co-founder and CEO of Apple



Toyota dealerships across the country are exploring new technologies to improve service, efficiency and customer convenience—while making a definitive statement about Toyota’s commitment to stay ahead of the times. Here, *en•gauge* takes a closer look at how Toyota dealerships are using technology to transform the customer experience.

If it hasn’t been invented, invent it. Inventors like Alexander Graham Bell and Albert Einstein did just that, paving the way to a brighter future. New ideas are the hub of any business and as such, Toyota and Toyota dealerships are always looking for new ways to improve on the customer service experience. From online appointment systems to GPS enabled cell phones and handheld tablets, the way dealerships interact with customers is changing making the Toyota experience better for everyone.

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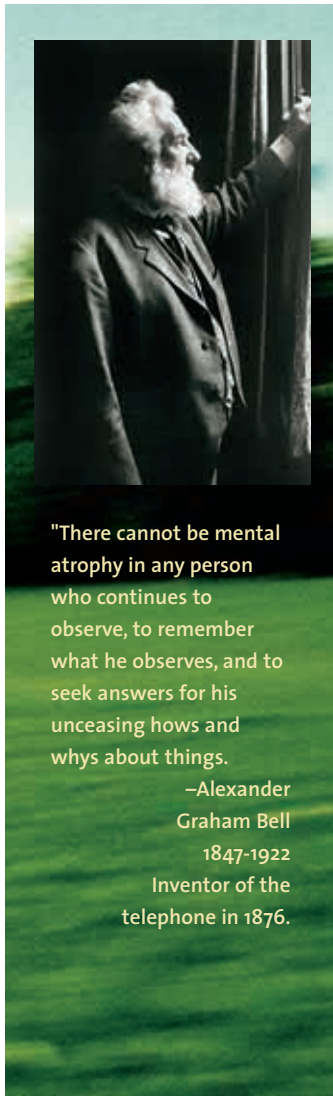
REAL-TIME CUSTOMER SATISFACTION

Online appointment systems through Xtime let customers schedule their own service appointments, change a previously scheduled appointment, take advantage of promotions, plus receive price quotes and automatically generated reminders. At the same time, any dealership associate, regardless of department, can meet a customer's scheduling needs. As a result, customers aren't holding on the phone (or hanging up). Service advisors spend less time scheduling routine appointments and can spend more time with their customers. And overbooking is history.

"Having more one-on-one time with customers is priceless," says Rich Arnold, Service Manager at Menlove Toyota in Bountiful, Utah, who's been using Xtime's automated service scheduling technology for nearly a year. "My service advisors used to spend several minutes writing up each customer. That adds up quickly if you're seeing 10 customers in 30 minutes. In addition to time saved scheduling appointments and in write-up, the department is more efficient because it's easier to balance supply and demand. My customers also appreciate being able to choose their favorite service advisor."

Service managers can fine-tune daily schedules based on staffing, ensuring the right technicians are scheduled for the correct amount of time, while accommodating walk-in customers as well. Plus there's two-way synchronization of customer data with the dealer management system including repair orders, operation codes, customer history and preferences such as rental, waiting or shuttle ride.

The system also provides color-coded appoint-



"There cannot be mental atrophy in any person who continues to observe, to remember what he observes, and to seek answers for his unceasing hows and whys about things.

—Alexander
Graham Bell
1847-1922
Inventor of the
telephone in 1876.

ment ledgers (green is open, yellow indicates which advisors are full and red means no appointments are available). As a result, service advisors can view, in real time, their overall shop capacity, technician skill levels and advisor availability. Shop operations can be managed seamlessly—by tracking available resources, exceptions can be made when appropriate—and customer satisfaction soars.

"There's no down side," says Jeremy Cadwell, Parts and Service Director at Toyota of San Diego in San Diego, California. Currently in the process of implementing Xtime, he explains, "A key reason we're doing this is to eliminate customer issues with hold time and dropped calls, as well as to increase advisor effectiveness. It's an extremely smart, functional tool that I believe will result in a more focused service department and deliver an even better customer experience."

TRACK, MANAGE AND OPTIMIZE

Global Positioning System (GPS) tracking capabilities, which give the precise location of a vehicle or device, present dealerships with yet another chance to maximize today's technologies to improve efficiency and service.

"All I have to do is log on to Nextel.com and select 'Mobile Locator' and I can see where my drivers are, either by address or Web-based

map," says Ricky Lemoli, Parts Manager at South Bay Toyota in Torrance, California. Lemoli, who has been using Nextel's GPS-enabled phones to track his parts delivery vehicles for several months, says the benefits are numerous. "I can notify my drivers of schedule changes, help them avoid traffic jams or quickly see which driver is closest to a new pickup or delivery."

Lemoli initially explored equipping his trucks with GPS tracking units, but found that the GPS-enabled phones afforded a comparable,



< Nextel's Global Positioning System (GPS) enabled phones

yet significantly more cost-effective, alternative. Beyond possessing real-time location capabilities, Lemoli says he can tell a driver to add or delete stops via Nextel's PC-to-Phone Messaging feature that constantly monitors driver status. He can even help drivers locate convenience services, such as the nearest gas station, restaurant or ATM. "The service lets me set up four different mobile numbers for my drivers at just \$10 each," he adds. "Plus, I don't have the additional expense of bringing in extra equipment or complex setups."

THE PERSONAL TOUCH

When it comes to making the most of technological innovations, personalized service is the overwhelming priority for Rob Van Nieuwburg, Parts and Service Director at Ventura Toyota in Ventura, California. "In the days of handwritten repair orders, customers stayed in the comfort zone of their cars, while service advisors obtained the necessary information," he says. "That evolved into advisors jotting down notes and later logging information into computers, and customers spent most of the time watching the advisor's back as they went through the process of generating a repair order."

That's why, for Van Nieuwburg, the driving force behind using handheld tablets is that it enhances the interaction between the customer and service advisor. "We've been using the tablets more than a year and the advantages are tremendous," he says. "Wireless communication between the shop and the service drive ensure that customers always have the advisor's full attention. At the same time, the



"Well, I guess it took many inventors besides me to develop the computer as we know it nowadays. I wish the following generation all the best for their work with the computer. May this instrument help you solving the problems which we old folks have left behind."

— Konrad Zuse
1910-1995

The man who built the world's first computer.

technology itself adds credibility and value to the service experience by underscoring our commitment to innovative technology."

The tablets also serve as a "great conversation piece" for Ventura Toyota customers, as well as for customers at Avondale Toyota in Avondale, Arizona. According to Bob Krotonsky, Service Director, the Arizona dealership has been using the tablets since 2005 with tremendous success.

"For starters, customers are fascinated with how the tablet's Bluetooth™ scanner captures the vehicle's VIN and automatically checks Toyota's Website for service campaigns," says Krotonsky. "They appreciate the streamlined service write-up process. Additionally, our tablets are linked wirelessly to a printer, and repair orders are generated immediately, including a copy that's automatically forwarded to the parts department."

The handheld tablets are very simple to use—errors are reduced and they easily integrate with the dealer management system. Most significantly, Van Nieuwburg and Krotonsky agree, customer confidence is increased, thanks to features like built-in prompts that help advisors remain focused and complete a thorough walkaround. The "cool factor," notes Krotonsky, is kind of a bonus—one that enhances service operations and engages customers on a whole new level. 

