

Servis & Suku Cadang  
Plaza Toyota

# Transforming Customer Experience through Mobile Technology



“We are excited to be extending our service offerings through the mobile channel. This will take the service experience of our customers to a new level. We are confident that once our customers are used to the ease of booking using their mobile devices, they will continue to service their vehicles with us even when their warranty expire. We are positive that the increase in customer retention will lead to an overall uplift in service revenues”

## Mr. Singgih

Finance Director of Plaza Toyota  
PT. Plaza Auto Prima

## Quick Facts

### Company

- Name: Plaza Toyota (PT. Plaza Auto Prima)
- Industry: Automotive Retail
- Products/Services: 3S Dealership including body repair and paint shop
- Headquarter: Jakarta
- Subsidiaries: 7 dealerships across three major cities

### Challenges

- Service booking through telephone is labour intensive & limited to office hours
- High percentage of walk-in customers without appointment leads makes service predictability difficult
- Need to engage customers through modern, mobile based channel to increase customer experience and service retention

### Benefits for Dealer

- Deliver connected ownership experience
- Improve service workshop loading through 24/7 online booking to receive service booking outside operation hours
- Increase ratio of bookings versus unscheduled walk-in service customers
- Increase bookings during off-peak hours, off-peak days or seasonal off-peak periods
- Paperless customer survey process which eliminates data-entry of survey responses
- Instant analysis of feedback results and CSI
- Increase Customer Service Retention
- Keep constant contact with the customer by sending offers, promotions and product updates straight to their mobile devices.

## Why Technosoft Automotive Retail Solutions

- Proven automotive retail expertise
- Completeness of the solution vision for end-to-end automotive retail processes
- Focus on multi-channel customer engagement
- Openness and scalability of the solution  
Fast implementation and deployment
- Ease of integration with DMS system

## Technosoft Solution

Technosoft Otleap  
Customer engagement mobile app

### Dealer Features

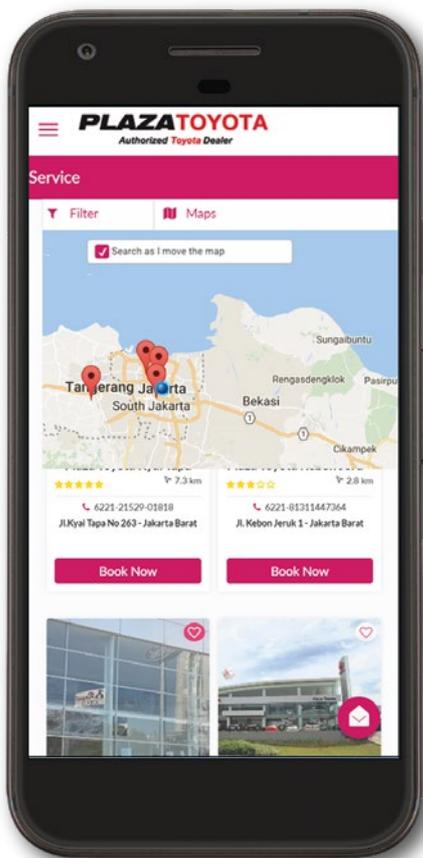
- One-stop Service Portal
- Service Bookings
- Service Scheduling
- Service Campaigns
- Surveys and Survey Analysis
- Test-Drive Bookings
- Loyalty Management

### Car Owner Features

- Dealer Search
- Dealer Ratings
- Service History
- Service Bookings
- Surveys
- Promotions
- Test-Drive Bookings
- Loyalty Program

### Benefits for Car Owner

- Ease of use, mobile lifestyle app
- All vehicle and loyalty membership information in one place
- Make decision on dealer based on ratings from other customers
- Receive next service reminders, no need to keep track of vehicle's service intervals
- Can book service anytime, 24/7, outside office hours and reschedule or cancel booking anytime, with a few clicks
- Fast survey response on familiar mobile app, does not need to fill in paper forms
- Receive personalized promotions and product updates
- Redeem loyalty points for products and services without loyalty card



Plaza Toyota is a major authorized Toyota dealer in Indonesia, operating 7 dealerships across 3 major cities. Their mission is to be a benchmark Toyota dealer by providing excellent customer experience in sales and after sales, enabled by world class processes and services. As a well-established dealer of Toyota, Plaza Toyota places high emphasis on productivity & providing the best customer experience. After implementing Technosoft otoleap, a customer engagement mobile app, it is able to enable mobile service bookings, improve service workshop loading and support omni-channel marketing strategies.

### Corporate Overview

Plaza Toyota is a major authorized Toyota dealer in Indonesia, operating 7 dealerships across 3 major cities. Its mission is to be a benchmark Toyota dealer by providing excellent customer experience in sales and aftersales, enabled by world class processes and customer services. To achieve continuous and sustainable growth, Plaza Toyota strives to deliver customer excellence through a seamless vehicle purchase experience and convenient access to quality aftersales services.

### Situation

Plaza Toyota has been running Technosoft's next-generation Dealer Management System "Yana" since 2012. When Technosoft launched its new customer engagement mobile app "otoleap", Plaza Toyota recognized that this was an easy to deploy and user-friendly mobile application (app) to enable mobile service bookings, improve service workshop loading and support omni-channel marketing strategies.

## Empowering Mobile Service Bookings and Improving Service Workshop Loading

Before implementing Technosoft otleap, Plaza Toyota managed its service bookings mainly via telephone calls. When a customer's call is received, an operator checks for available service slots and logs the booking manually. Any changes and cancellations are managed similarly, resulting in a high volume of manual tasks. With customer service hours limited by office hours and staff availability, this places pressures on Plaza Toyota's service managers in predicting the utilization of its service bays and technicians.

With Technosoft otleap, customers can now make service bookings from their mobile devices 24/7, outside of operating hours. In turn, the dealer uses the dealer portal to manage incoming booking requests. This automates the management of service bookings. After the launch of otleap, Plaza Toyota experienced an increase in the number of bookings versus unscheduled walk-ins. Automated service reminders have reduced the number of cancellations and no-shows. With the new capability to send customers notifications of their next-service, loading rates on the service workshops have significantly improved. By targeting promotions sent via the car owners' mobile app, Plaza Toyota successfully increased the number of bookings during off-peak hours, off-peak days and other seasonal off-peak periods.

## New Channel for Customer Interaction and Outreach

Besides increasing its service workshop loading, Plaza Toyota extended its outreach to more customers through location-based search for dealerships and driving directions for its customers. To make the communication between car owners and dealership easier, the online chat function allows customers to chat directly with their service advisors. Other new capabilities gained included the ability to create a "direct-to-mobile" marketing channel and keep in regular contact with customers by sending promotions and product updates directly to their mobile devices. To complete the customer experience, Plaza Toyota can now create after-service surveys and send them directly to its customers' mobile devices. The paperless process reduces the data-entry of survey responses and provides unbiased results as survey responses are made by the car owners using their car owner apps. Through otleap's survey dashboard, Plaza Toyota can review the service feedback and customer satisfaction index instantly.

"Providing high-quality automotive service is a challenge in multiple ways, from making the appointment to the experience inside the service drive, to the pickup and delivery. Otleap provides a lot of value for us in making the car owner experience - our guest experience - easier, faster and more efficient."

### Mr Santoso

IT Manager  
Plaza Toyota  
PT. Plaza Auto Prima





## Conveniences and Ease-of-use for Car Owners

Technosoft otoleap has enabled Plaza Toyota to deliver a connected car ownership experience through an easy-to-use app, while extending 24/7 convenience to their customers. By simply downloading the app onto their mobile devices, Toyota owners can now easily search for a workshop, check workshop locations, find driving directions and make their dealer selection based on ratings and reviews by other customers.

After making a service appointment using the mobile app, Plaza Toyota's customers will receive a quotation and confirmation request. When the service booking is

confirmed, Plaza Toyota's customers can use the mobile app to review the quotation, clarify questions through the chat function, and reschedule or cancel appointments when necessary. Prior to the scheduled appointment, Plaza Toyota's customers will receive a service notification to remind them of the appointment. After the service is completed, Plaza Toyota will send a service completion notification to the customer's mobile phone, enabling them to plan for vehicle collection. In addition, otoleap sends a survey request which customers can complete via their mobile. This makes survey feedback and workshop performance instant and paperless. Apart from the service process, otoleap provides detailed vehicle information and loyalty status in one place. From a customer's perspective, he can retrieve details of past servicing in the service history, view his loyalty status and points balance, and redeem loyalty points for products and services. The car owner also receives personalized promotion and product updates. The otoleap mobile app ensures a continuous digital connection to the dealership - anytime, anywhere.

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## Building the Foundation for Future Automotive Retail: Omni-Channel Customer Engagement

Today's automotive dealerships are facing a fast-evolving, competitive landscape, rapid digital technological advances and increasingly empowered consumers. While these trends may threaten traditional dealer operations, more importantly, they open up new opportunities for innovation and customer engagement.

With the leap in mobile usage, an increasing number of Gen Y or Millennial car buyers are increasingly used to mobile self-service. This drives the increasing importance for omni-channel marketing strategies that incorporate car dealership mobile apps. Technosoft otoleap is designed to increase conversions of enquiries, improve customer engagement, enhance retention and increase customer satisfaction. As a continuously evolving solution, otoleap introduces new features regularly and seamlessly, such as test-drive bookings and telematics data integration.

"Plaza Toyota is continuously looking for ways to enhance our customers' service experience. We firmly believe that mobile technology is an important component to achieve this goal. Technosoft otoleap is easy to use and enables modern, efficient and professional experience for both our customers and our dealer personnel,"

**Mr Santoso**

IT Manager  
Plaza Toyota  
PT. Plaza Auto Prima



Technosoft (SEA) Pte. Ltd  
www.technosoft.com.sg  
email: info@technosoft.com.sg



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