

Servis & Suku Cadang
Plaza Toyota

Achieving Higher Productivity and Transforming Customer Experience



“The new Technosoft Dealer Management system is very user-friendly. It helps us to increase productivity of our operations and to provide the best experience to our customers. We are very pleased with the partnership with Technosoft Automotive Retail Solutions.”

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
- Headquarters: Jakarta
- Subsidiaries: 7 dealerships across three major cities

Challenges

- Multiple separate systems for sales, service, parts and accounting
- Wasted time to share and synchronize information
- Manual function for customer relationship management
- Long login time and slow response
- Limited system functionalities

Benefits

Operations

- Completeness of the solution for end-to-end DMS processes
- Increased workshop productivity and reduced repair time
- Improved service bay utilization
- Reduction in parts inventory levels
- Keep customers informed on the status of their vehicle
- Increased service retention

Why Technosoft Automotive Retail Solutions

- Completeness of the solution for end-to-end DMS processes
- Multi-channel customer engagement
- Technosoft’s deep automotive retail expertise
- Openness and scalability of the solution
- Ease of integration with other systems

Technosoft Solution

- Yana DMS
 - Marketing and Sales Force Automation
 - Vehicle Sales Management
 - Service Management
 - Parts Management
 - Accounting

Customer Experience

- Capture customer touch points and relationship data
- Personalize its offers and product recommendations
- Deliver a consistent customer brand experience across its branches
- Engage its customers through new channels like SMS and social media
- Achieve higher Customer Satisfaction Index (CSI)

PLAZATOYOTA
Authorized Toyota Dealer

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 and providing the best customer experience. To achieve their goals of sharing and synchronizing information across multiple departments, increasing productivity and delivering a seamless customer experience, Plaza Toyota was looking for a next generation automotive retail solution. After implementing Technosoft Automotive Retail Solutions, all its dealerships can now share 360-degree vehicle and 360-degree customer information. The new system makes their staff more productive and empowers them to provide customers with a unique Plaza Toyota brand experience.

Corporate Overview

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

Challenges

Before implementing their next-generation Dealer Management System (DMS) from Technosoft Automotive Retail Solutions, Plaza Toyota had multiple separate systems for sales, service, parts and accounting. Consequently, a lot of time was wasted in order to share and synchronize information across the various departments, from customer and vehicle data to parts and service history records. Customer relationship management was a manual function. As the systems were not hosted in-house, Plaza Toyota suffered from long login time and slow response. The ability to customize the systems' functionalities to generate business operations reports was very limited.

Solution

Plaza Toyota chose Technosoft Yana DMS, the next-generation automotive retail solution based on Microsoft Dynamics CRM.

Reasons for choosing the Technosoft automotive retail solution were:

- Technosoft's deep automotive retail expertise
- Completeness of the solution for end-to-end DMS processes
- Multi-channel customer engagement
- Openness and scalability of the solution
- Ease of integration with other systems

With a faster, more flexible and seamlessly integrated system, Plaza Toyota is now able to generate reports and create dashboards that allow all its dealerships to share 360-degree vehicle and 360-degree customer information. The new system is very user-friendly which makes their staff more productive and empowers them to provide its customers with a unique Plaza Toyota brand experience.

Benefits Dealer Operation Kaizen

Fast forward a year, Plaza Toyota has become a benchmark dealer for Toyota globally. Visitors from Toyota headquarters and Toyota dealerships across the world now visit Plaza Toyota to learn about their best practices. During each visit, Mr Santoso, IT Manager of Plaza Toyota, explains the impact of Technosoft Automotive Retail Solutions on its dealer operations. He will also share how Plaza Toyota is achieving a high level of transparency across its dealer network and improvements across various Key Performance Indicator (KPI).

Since the implementation of Technosoft Automotive Retail Solutions, Plaza Toyota has realized major operational benefits:

- Increased workshop productivity and reduced repair time
- Improved service bay utilization
- Reduction in parts inventory levels
- Keep customers informed on the status of their vehicle
- Increased service retention

"We consistently strive to reduce redundancy and seek opportunities to improve our operations. It is fundamental for Dealer Operation Kaizen to have a state of the art DMS which provides real-time information on our operational KPIs. The system also needs to be flexible to implement process improvements without major configuration efforts."

Mr Santoso

IT Manager
Plaza Toyota
PT. Plaza Auto Prima

Delivering Omotenashi Full-hearted Customer Experience

With Technosoft Automotive Retail Solutions, Plaza Toyota is now able to realize the benefits of a customer-insight driven strategy and new ways of personalized experience. Japanese businesses call this approach of full-hearted customer experience “Omotenashi”.

Having a 360-degree customer view allows Plaza Toyota to continuously

- Capture customer touch points and relationship data
- Personalize its offers and product recommendations
- Deliver a consistent customer brand experience across its branches
- Engage its customers through new channels like SMS and social media
- Achieve higher Customer Satisfaction Index (CSI)

It also enables Plaza Toyota to effectively focus all its business functions to the ultimate objective of retaining its customers for life — from the first touch through the entire customer lifecycle.

“I love the service reminder feature of the solution. It allows us to stay in close contact with our customers via SMS by scheduling follow-ups based on service intervals. We can also send them personalized birthday wishes or promotions,” comments Mr Santoso.



Outlook

Enriching Customer Experience in the Future

Beyond ensuring that it consistently delivers high levels of customer experience across its existing and future new branches, Plaza Toyota will extend the experience to the car owners mobile devices through “otoleap” - Technosoft’s latest innovation. Otoleap helps car owners to interact with Plaza Toyota anytime and anywhere, taking service bookings, feedback surveys, campaigns and loyalty management to the next level.

“We are very pleased with the partnership with Technosoft Automotive Retail Solutions. We look forward to extend the system further by deploying Technosoft’s “otoleap” car owner mobile engagement app. It will help us to connect with our customers through their mobile devices and improve predictability in service bookings as well as off-peak workshop productivity.”

Mr Santoso

IT Manager
Plaza Toyota
PT. Plaza Auto Prima



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Gold Customer Relationship Management
Gold Enterprise Resource Planning
Gold DevOps
Silver Cloud Customer Relationship Management
Silver Cloud Platform