



# Driving Excellence: Unraveling Toyota Motors Philippines' Customer Success Story



# Introduction

This presentation highlights Toyota Motors Philippines' journey in digital transformation through the development of an innovative SAP-powered mobile app. We'll explore how this strategic initiative is revolutionizing customer interaction and dealership processes, marking a significant leap in the automotive industry's adaptation to digital trends.



## Automotive Industry Macro Trends

- **Digital Shift:** Transition from traditional retail to digital and omnichannel models.
- **CRM Evolution:** Advanced CRM technologies enhancing sales process management.
- **Personalized Experiences:** Data-driven customization in customer interactions.
- **AI Integration:** Utilization of AI and analytics in CRM for improved insights.
- **Customer Loyalty:** Focusing on retention through CRM-driven engagement.

# Customer's Motivation

- Reflect the high standards of Toyota by keeping up to pace with new trends and technology.
- Maintain a competitive edge with other dealerships.
- Provide a user friendly and better experience for current and new customers.
- Seamless and integrated platform to offer customers all possible services in one place



# Customer's Business Goals

- **Improve customer engagement:** results in more exposure, more sales and profit from other services.
- **Reduce time or cost to complete transactions or access data:** customers can access and execute all car-related services with a few clicks.
- **Improve visibility and quality of decision-making data:** provides car prices and offers for buyers.
- **Provide real time data for business owners:** this data can be used in sales and production planning.





# SWOT Analysis

- **Strategic Alignment:** SWOT analysis helps align the app's development with Toyota's broader business strategies, ensuring it effectively addresses market and customer needs.
- **Understanding Market Dynamics:** It provides insights into the strengths and weaknesses of Toyota's current market position, which is crucial for developing a competitive app.
- **Identifying Opportunities:** Helps pinpoint opportunities in the automotive industry that the app can capitalize on, such as emerging digital trends.
- **Risk Mitigation:** By assessing potential threats, SWOT analysis aids in creating strategies to mitigate risks associated with app development and deployment.

## Strengths

- Greater reach and customer engagement (200k users of the new mobile app and 1k daily logins) - Efficiency (streamlines the car buying and servicing process) - Convenience (offers a one-stop solution for all dealership-related needs) - Data Collection (gathers customer data for personalized marketing)

## Opportunities

- Market Expansion (potential to attract new customers seeking digital convenience.
- Service Innovation (opportunity to introduce new features and services)
- Partnerships (possibilities for collaborations with tech companies or other dealerships)

## Weaknesses

- User Adoption Challenges (some customers may be reluctant to use mobile apps for car purchases or services, either due to preference for traditional methods or lack of familiarity with technology)
- Digital Literacy (a portion of the target audience might be digitally illiterate or uncomfortable with app-based transactions, limiting the app's reach and effectiveness)
- Awareness Gap (Potential customers, especially those who are uninformed or technology-averse, may not be aware of the app's benefits, affecting its adoption rate)

## Threats

- Competition (risk of other dealerships launching similar apps) - Cybersecurity (vulnerability to data breaches and hacking)

# Project Team Members

- **My Role:**

Functional Consultant.

- **Expertise:**

- **Functional knowledge** in sales.
- **Technical knowledge** in mobile app development
- **Domain knowledge** in automotive retail industry and dealerships.
- **Strategic Thinking**
- **Communication Skills**
- **Strategic Thinking**







## Team Members

- **Project Manager**
- **SAP Mobile App Developer**
- **SAP Data Security Specialist**
- **SAP System Integration Expert**
- **SAP Automotive Functional Consultant**
- **SAP Customer Relationship Management (CRM) Specialist**
- **SAP Business Analyst**

# Team Collaboration

- **Project Planning:** Define clear objectives, scope, and roles for the Toyota app.
- **Kickoff Meeting:** Overview to all dealerships for alignment and understanding.
- **Stakeholder Engagement:** Build relationships with dealership key figures.
- **Solution Communication:** Clearly explain app functionalities and benefits.
- **Industry Insights:** Tailor app features for automotive sector needs.
- **Consultant Collaboration:** Align technical and functional consultant efforts with Toyota's operational needs.





## Key Takeaways

- **Digital Transformation Success:** Integrated digital platform improving customer interaction and dealership operations.
- **Customer Experience Enhanced:** Focus on seamless, personalized user engagement through the app.
- **Operational Streamlining:** Improved efficiency in dealership processes with SAP app.
- **Collaboration and Alignment:** Strong partnership between technical and functional teams for strategic app development.
- **Future-Readiness:** Established a scalable platform for evolving automotive industry needs.

## Sources and Citations

- Deloitte Insights: Digital transformation in car retail,
- LeadSquared: How CRM will Transform Automobile Sales in 2024



# Thanks!

Do you have any questions?