



TOYOTA - synonymous for both, products and service quality

COMPANY PROFILE

Although Toyota is a relatively young company, even for Japanese proportions (founded in 1937), today it represents the largest Japanese company, which is also the second car manufacturer in the world (behind the GM group). The success story is perhaps best confirmed by the fact that the Corolla is the best-selling car of all time, which also entered the Guinness Book of Records due to the sale of over 32 million copies worldwide.

Toyota begins operations in Croatia on January 1st, 2001. Three employees in the representative office completed the first year of business, while today the number of employees in Toyota Croatia is 22. Toyota is currently cooperating with 12 authorized partners across Croatia. The success of the company that takes care of the promotion, sales and Toyota vehicle maintenance is best illustrated by the constant growth of sales results in each successive year.

In addition to quality cars that are highlighted in the results of various studies, an interesting history and series of awards received, another one of Toyota's special features in comparison to the competition is its environmental policy, which is intended to contribute to a successful 21st century society. In pursuit of growth that is in harmony with the environment and the desire to achieve zero emissions in all areas of activity, they seek all possible environmental technologies so that the environment and the economy can coexist.

Toyota is designing the entire production and life cycle of vehicles in line with sustainable development and sustainable mobility. Toyota is not only investing in the creation of hybrid and clean diesel engines, but also takes care of car design, development, clean production, maintenance and recycling of vehicles and raw materials at the end of its service life.



THE SITUATION

In addition to its brand recognition, car quality and environmental concerns, Toyota also wants to stand out for its excellent customer service. That is why she regularly measures the service with mystery shopping in order to continuously improve it in all relevant so-called moments of truth, via e-mail, phone and visits. In this way, the name and brand Toyota not only refers to a quality car, but it is also a symbol of excellent customer service during the purchase, and also for all period of ownership.

THE RESULTS - COMPETITION SUPERIORITY

Already at the initial measuring of the quality of service in June 2006, an initial result of 72.25% was recorded, which has been continuously increasing since then. Toyota is today at the top of the quality of service delivery in the Croatian car market.

Mystery shopping results in sales are 80.19% and they are by 9% better than its second-ranked competitor, and up to 30% better than some other competitors. When we need to service Toyota vehicle, we can also expect satisfaction because Toyota's service is 20% better than its second-ranked competitor, and up to 30% from some others.

Accordingly, Toyota is also recording business growth as dealers continue to enthusiastically sell not only Toyota cars, but also to pass on the whole Toyota story.

As part of mystery shopping, Toyota verifies compliance with the corporate standards by all its authorized dealers and services in all business segments. The way and speed of answering the phone is checked, speed and quality of response to inquiries via e-mail and the way of dealing in the entire process of selling and servicing.

It is very important to note that in Toyota's business philosophy of continuous improvement (Kaizen), mystery shopping is really just another tool to identify opportunities for improvement. Toyota's intention is to find weak points in contact with the customer, to analyse them and find solutions. After the introduction of solutions, progress is monitored and the solution is refined. When the suitability of a solution is finally determined, it is introduced as a standard and shared with other members of the network. In doing so, Toyota has proven to be a true example of good quality monitoring.



TESTIMONY ON THE IMPLEMENTATION OF MYSTERY SHOPPING

«Toyota has been conducting mystery shopping in Croatia since 2003, but by 2006 we were doing it in on our own. Cooperation with professionals has brought us better results in terms of reliability, excellent reporting, adaptability, and excellent collaboration in every aspect. Our primary purpose in conducting mystery shopping is to compare these results with the results of customer satisfaction surveys. In this way, we get an objective snapshot of the situation, which can shed new light on the results of customer satisfaction research. Likewise, mystery shopping allows us to spot additional business opportunities.

Due to Toyota's very sophisticated retail and post-sales standards, it is possible to set a very finely-tuned scale of results compliance with these standards. It is interesting that very often we find that even with a larger deviation from the standard, our authorized dealers maintain a high customer satisfaction score, which means that our standards are very high. However, we do not stop there; we are constantly climbing the ladder, so our plan is to continue mystery shopping in the future.»

Fran Šilović, CS/CR manager