

HOW A HOUSEHOLD NAME **COMPETES** **ON CUSTOMER** **EXPERIENCE IN** THE DIGITAL AGE

CASE STUDY



PTP assessed Toyota Financial Service's business requirements and drivers, and developed the right solution for replacing contact center infrastructure and optimizing the company's inbound and outbound voice self-service solution.

THE CHALLENGES TOYOTA FINANCIAL SERVICES FACED

Toyota Financial Services (TFS) had to provide a seamless customer experience to address customer retention difficulties. Their outdated contact center platform was slow in processing, and lacked an integrated security solution. Customers wanted more options to handle auto loan inquiries, while dealers and direct consumers required tailored call paths. TFS's customer base had a high volume of Spanish speakers, so the call process was frustrating for customers and agents. TFS's CRM tools were limited, needed more web-based solutions, and required call routing and caller recognition improvements.

THE RESULTS

PTP's full solution led to more self-service options for customers over web and phone, giving customers control over call paths and making service agents jobs easier. Changing server and back-end interfaces increased usability, accelerated call routing, and reduced costs. Optimized call routing based on customer value, troubles faced, and agent availability resulted in reduced costs and increased customer retention. →

Crafting a customer journey roadmap laid the groundwork to optimize phone and web user experience, as well as support intelligent call routing based on products purchased or considered.

The new CRM system showed each customer's history, which was particularly efficient for end-of-lease customers to be passed directly to sales representatives and out of the main system.

Customer personas were tailored to buyers in English and Spanish speakers, resulting in a well-designed user experience. Spanish self-service options meant fewer frustrated call abandonments and shorter wait times for Spanish-speaking agents. Refined customer segments enabled Puerto Rican dialect voice-recognition localization.

Fine-tuning telephony mechanisms improved customer authentication and system automation by 6%, reducing support costs and increasing customer retention.

ABOUT TOYOTA FINANCIAL SERVICES

Toyota Financial Services (TFS) is a leading provider of auto loans and financial products and services for



RESULTS

6% increase in customer authentication and automation

Acceleration in call routing

Overall reduced costs of operation

Increased customer retention

CHALLENGES

Replacing end-of-life contact center infrastructure

Integrating new CRM platform with enhanced privacy protection

Inefficient call paths and routing

PTP'S SERVICES

Strategic planning and customer journey mapping

Customer personas and segmentation consulting

Implementing voice self-service in English and Spanish