



## Toyota (GB) moves up a gear with Mitel Networks

### CUSTOMER NEEDS

- The ability to effectively link three remote sites and seven contact centres nationwide, enabling complete communications between internal and external customers.
- To promote the Toyota and Lexus brands through distinctive marketing and routing of customer queries within multi-purpose sites.
- To enable minimal loss of time and cost to the business, in a highly competitive industrial sector, whilst allowing Internet-based access through PCs.

### SOLUTION COMPONENTS

- Mitel Networks 6115 Interactive Contact Centre.

### RESULTS

- Effective migration to Mitel Networks 6115 Interactive Contact Centre, with no loss of time or cost to Toyota (GB)'s business.
- Increased and improved communication structure between internal and external customers – Toyota (GB) contact centres now enabled to function on a 7-day per week basis, promoting more effective customer care.
- Lowered abandonment rates, providing proof of increased customer service levels since migration in January 2003.



Since Toyota's first passenger motorcar was launched in 1936, the organisation's production line has built one vehicle every 20 seconds, with a cumulative production total of 90 million cars. The logistics involved are truly mind-boggling, and communication is the essential ingredient in ensuring that both of the internal and external customers' expectations are exceeded through outstanding service and quality.

### A path to excellence

Mitel Networks was chosen to develop a solution to help Toyota (GB) to transform the way it communicates, both internally and externally.

"The expansion and diversification of Toyota (GB) meant that we faced a rapid increase in communications demand. Action needed to be taken quickly if the contact centre operation, located in our head office at Burgh Health, was to be able to continue to cope effectively," explains Sarah Burke, Facilities Co-ordinator, Toyota (GB) PLC.

In September 2002 Toyota (GB) began working with Mitel Networks to find a solution capable of responding to this growing business demand, and decided upon the Mitel Networks 6115 Interactive Contact Centre. The Mitel Networks 6115 Interactive Contact Centre allows supervisors to respond immediately to changing call volumes, ensures resources are effectively deployed and manages situations involving ACD queues. The solution also enables supervisors to optimise their contact centre resources, ensuring service level objectives continue to be met, something of critical importance to Toyota (GB).

### Putting excellence to the test

On completion in January 2003 the Mitel Networks 6115 Interactive Contact Centre abilities were put to the test with one of Toyota (GB)'s seven nationwide contact centres shifting up a gear to become fully-operational, seven days a week. This is a step Toyota (GB) says it took in order to cope with an increased demand from consumers, an increase that has since been measured as the tenth year of record sales achieved by Toyota (GB).



it's about **YOU**



### ABOUT TOYOTA (GB) PLC

- Toyota (GB) PLC is the importer and distributor for Toyota and Lexus vehicles in the UK.
- Responsible for sales, marketing, after-sales and customer satisfaction.
- Network of over 202 Toyota dealers and 50 dedicated Lexus sales centres throughout England, Wales, Scotland and Northern Ireland.

*"In order to meet the rapid growth in customer demand it was imperative for Toyota (GB) to expand the capability of its contact centre operation. Mitel Networks has enabled us to do this seamlessly, and with no disruption to our day-to-day business. Working with Mitel we are now able to provide our customers, both internally and externally, with the high levels of service they deserve, and in addition our contact centres are now flexible enough to cope with any shift in demand, no matter how challenging."*

Sarah Burke, Facilities Co-ordinator,  
Toyota (GB) PLC.

"It was clear to us from the outset that the Mitel Networks 6115 Interactive Contact Centre would provide the speed of use we demanded across our seven UK contact centres," said Sarah. "By working closely with Mitel Networks we were able to rapidly implement this communications solution, meet customer demand and achieve greatly increased levels of customer care within a matter of months."

As well as a rapid increase in customer service levels, the months following the migration also saw Toyota (GB) instantly benefiting from the advanced monitoring and management capabilities of the Mitel Networks 6115 Interactive Contact Centre. Call figures - from external call waiting times, abandoned calls, contact centre performance levels and overall operational effectiveness - are now efficiently tracked. In addition, Toyota (GB) contact centre managers are also able to highlight and react to hotspots, ultimately delivering expanded call coverage where required.

### Building on the Partnership

Five months after the initial migration a key benefit to Toyota (GB) continues to be the close collaboration with Mitel Networks and the extensive on-site training advice.

As Sarah explains, "Mitel Network's service has been excellent. The team has always been on hand to help regardless of how minor the issue. In addition, thanks to the in-depth strategic questions asked prior to the migration, we have witnessed minimum disruption and have been able to continue to run the overall business throughout the entire process."

### Excelling in the future

Although success has already been achieved Toyota (GB) is not prepared to rest on its laurels. Together Toyota (GB) and Mitel Networks now continue to work to establish methods to cope with Toyota (GB)'s recent business diversification. For instance, by utilising the Mitel Networks 6115 Interactive Contact Centre Toyota (GB) contact centre managers can now employ call diversions, enabling customer service operators to respond to specific queries relating to the newly segregated Toyota (GB) and Lexus brands. Something that would have previously been impossible, but is now seen as critical, because without it Toyota (GB) would have been forced to increase contact centre operator numbers in order to cope effectively.

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