

TOYOTA MATERIAL HANDLING

Focused on service delivery for call handling



About Toyota Material Handling Australia

Toyota Material Handling is the world's number one supplier of forklifts and warehouse equipment with an unrivalled reputation for technical excellence and customer support. Within Australia, Toyota Material Handling has the widest range of forklifts and battery-electric warehouse products available, with over 40,000 forklifts having been sold and the brand has been the Australian counter-balance forklift market leader since 1987.

Throughout the years, Toyota Material Handling has built its success on product quality, customer satisfaction and a strong service network, and is part of Toyota Industries Corporation, an industry leader and one of the most respected companies in the world.

Business Challenge

Toyota Material Handling prides itself with service delivery, with over 40 years' experience in supporting Australian customers. Yet, like many organisations Toyota was faced with a tired legacy telephony system and call answering infrastructure which was not fully addressing today's demanding requirements.

With the Australian head office located at the Sydney branch, the telephone operators at Toyota were managing calls to over 200 extensions and



to some of the businesses most critical customer centric operations including sales, services and spare part operations. Despite the best efforts of the telephone operators, the business discovered that some calls were not reaching the right people and some 'lost' within the system. This issue was compounded by the continued need to control costs and maximise efficiencies across the organisation.

"The accuracy of call handling and the loss of calls to the business was a major concern we needed to address. For many our switchboard is the front door of our operations and to stay as a market leader, the value we place on each caller and engagement is high," explained Kim Cawood, Human Resources, Toyota Material Handling Australia.

The Solution

Toyota Material Handling chose Datapulse's Intuition 1000 operator consoles for their call handling requirements. The Intuition 1000 console allows Toyota to improve customer service and call handling through its speed, quality and the ease with which calls are answered and transferred. The high performance software allows operators

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to respond with accurate, up-to-date information. Combined with the advanced directory look-up facilities and busy lamp field to view availability, Intuition is a valued customer service tool for Toyota.

“The Datapulse console is a user friendly, intuitive application. From a staffing aspect, we often use temps to help with work cover, and with this application they can get straight to work and concentrate on focussing on providing the best possible customer service,” said Cawood.

“The value of the communication system has a direct business impact. With the Datapulse solution the operators are able to ensure all the calls are captured and dealt with directly by available sales representatives,” explained Peter Trevitt, Sydney Branch Manager, Toyota Material Handling Australia.

Results

At Toyota Material Handling results were seen early with the new Datapulse solution. “The Datapulse platform provided the business with a significant increase in efficiency from the operators. In addition, the solution identified areas for improvement in work performance which we were able to address,” explained Cawood.

Savings in operating expenses were also experienced as explained by Cawood. “Due to the increase in efficiencies and reduced operating expenses we experienced a \$120,000 per annum saving by using the Datapulse system. The move to Datapulse has proved to be a strategically astute move for Toyota Material Handling.”