

Innovative communication at car dealerships

Market: Automotive



A partner who thinks along.

Toyota did not choose their partner for this project overnight. "We have invested six months in preparation before deciding to team up with DOBIT" says Jans. "For Toyota, human contact and service are key decision factors. Anyone can buy hardware, but it is what you do with it that counts. In DOBIT, we found a partner who could think along with us". DOBIT is an important Belgian-based supplier of advanced and custom made electronics. For over 20 years, DOBIT has been a successful supplier of touchscreen solutions as the official distributor of Elo TouchSystems products for Belgium and Luxembourg. DOBIT offers quality products backed with quality service. The company also develops and produces electronics that widen the use of touchscreens.



From its headquarters located South of Brussels, Toyota Belgium (Braine) manages the sales of Toyota and Lexus cars on the Belgian and Luxembourg markets. About 200 employees are supporting an extensive dealer network. Toyota wanted to communicate faster, more efficiently and more clearly with the end users through its dealer network.

Customer expectations

The feeling of "belonging" to a car brand.

A car remains very much an item that reflects your personality. When one chooses a car, there is often a strong bond between the brand and the car owner. Most owners like to customise their cars even further. At dealerships, they appreciate receiving information about all kinds of products and services their car manufacturer can offer, whether branded watches or winter tyres, especially when that information is specifically tailored to their expectations.

Toyota's challenges

More frequent and better communication with customers.

"In automotive, it is rather difficult to communicate with customers" says John Gerard, Service Development Manager. "In most cases, the time of purchase is the only opportunity for a brand to get in touch directly. Thereafter the buyer comes back for maintenance and repairs, without knowing that Toyota has more to offer. We wanted to present our extra services and our wide range of accessories more efficiently in the waiting area of the showrooms. Digital Signage was the solution".



Elo desktop solutions

- Available in a wide range of sizes
- Standard and wide-screen formats
- Models with seamless zero-bezel design
- Stable, tiltable base that can be reversed or removed for wall-mount
- Multifunction units with optional peripherals
- A choice of touch technologies

The win-win solution

Responsive touchmonitors with high picture quality.

Toyota has opted for a Elo TouchSystems 19" desktop touch solution on counters to complement their larger Digital Signage displays. The zero-bezel design of the Elo displays provides a seamless edge-to-edge surface that is both aesthetically pleasing and easy to clean. They are equipped with APR technology, a TE Connectivity exclusivity, that only requires pure glass and preserves image clarity and brightness. This technology is rugged enough to keep working even when the surface is scratched or dirty.

Inform, promote and sell.

"The purpose of these displays is threefold" says DOBIT's Nele Bruers: inform, promote and sell. "We made an analysis based on the Return-On-Message model, which guided us in providing advice about the position of the screens, the type of content, its timing and other factors that contribute to optimise the result. The large information screens on which visitors can discover Toyota's new services and products are strategically positioned in the dealers' waiting rooms, for optimal visibility. The smaller Elo desktop touchscreens placed on the counters are interactive sales tools, where customers and dealers can quickly find the information and accessories suitable for a specific vehicle type. Time-bound on-screen messages are also shown, like winter-related messages when it gets colder or bicycle racks during summertime".

"The content is determined and controlled by us" continues Toyota's Gerard Jans. "Now we are sure that our communication is conducted properly and on time. We can pass on more information, faster. The new system also saves a considerable amount of printing costs and strengthens our innovative image".

Why Elo touch solutions work

Customers like self-service touchscreens.

Customers appreciate this convenient solution to find products specifically adapted to their vehicle type. The attractive, colourful on-screen pictures make it more exciting for them to buy. Time bound messages add some suggestive selling. And since success asks for more, Toyota has already another project: "We have around 42.000 references in our catalogue" says Jans. "We intend to make this maze quickly accessible to our customers with just a few touches".

Reliability and a long warranty.

Elo TouchSystems desktops are designed for touch and use commercial grade components which are designed to last for 50,000 hours of use, and offer a 3 year warranty. If something ever does go wrong, customers can count on our support offices around the world.

A long product life cycle.

Our commitment to a long product life cycle means customers can roll out our touch solutions over a multi-year period and know that the last application will have the same reliable touchscreen as the first.

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

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