Toyota Business Customer Needs Blueprint

1. Discovery

Stage Summary

A description of the customer's usual status and behaviours at the point in their ownership journey.

Fine-tuning/refining existing solutions and attempts to determine what key business needs will an offer / set evaluating the Toyota brand and the viability solutions it offers.

Business Customer Needs (all audiences)

Specific requirements and expectations customers have when they interact with Toyota. These can be functional, such as performing a task, or emotional, such as needing to be secure in a choice.

Needs will vary by individual customer, but insights show these needs are common for customers across markets.

Price Needs | Fit Plus Needs

Why do they struggle to stay informed

Focus of Fleet Needs Shift, 2018

- What does Toyota need to do to improve mobility solutions and models that is relevant to the business?
- How does Toyota know what the customer is looking for?
- Learn to work with a mobility partner that is relevant to the business
- How does Toyota know what the customer is looking for?
- Toyota the right brand for alternative fuels eg., BEV?

Which solution is the right fit for my business?

- What does Toyota need to do to improve mobility solutions and models that is relevant to the business?
- How does Toyota know what the customer is looking for?
- Learn to work with a mobility partner that is relevant to the business
- Toyota the right brand for alternative fuels eg., BEV?

What is the budget for my business?

- What is what is a business willing to pay?
- What would the ideal value of owning be for a business?
- What finance product is right for my business?
- As I research, I want to know what I need to know and why this is a good or bad choice?
- Can my business afford to upgrade to an EV?

What is the most cost-effective solution for my business?

- What are the key benefits of the ownership TCO or leasing
- What are the pricing options and what are the ownership TCO or leasing
- What are the key benefits of the ownership TCO or leasing
- Is the model the right fit for my business?

What is the most cost-effective way to fund my business?

- What are the pricing options and what are the ownership TCO or leasing
- What are the key benefits of the ownership TCO or leasing
- Is the model the right fit for my business?

What is right vehicle or mobility solution for my business?

- I want to know what I need to know and why this is a good or bad choice?
- I want to know what I need to know and why this is a good or bad choice?
- I want to understand how I can combine services
- I want to understand how I can combine services
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What support can I get?

- I want to know what I need to know and where it is available
- I want to know what I need to know and where it is available
- I want to get a feel for what it is like to own a Toyota
- I want to guarantee drive that highlights why I chose Toyota/ Reviews
- I want to easily find a Toyota dealer near me

I want to experience the vehicle or vehicles

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Business Pain Points (all audiences)

These Toyota Customer Pain Points are barriers and areas of dissatisfaction that Toyota have specifically identified for our customers. We need to tackle these pain points to improve the customer experience.

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