Toyota Private Customer Needs Blueprint - VLV Collision

1. Trigger

Stage Summary

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

When the bad accident, I was my regular to be pleasantness, all of sudden, I have to be good and safety. Your immediate support and Roadside Assistance in insurance handling and repair coordination. This ensures fast safe, informed, and confident, without stress or uncertainty, I also expect a fair and transparent claim and value warranty or insurance coverage. Thus.

Customer Needs

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

When my car is involved in an accident, I need urgent, hassle-free assistance	When my car is damaged, I want to be able to easily find and call a number for Roadside Assistance	When I've had an accident, I want to be able to easily find and call a number for Roadside Assistance	I want to access towing and repair services quickly and easily	I want to understand the benefits of Roadside Assistance and how it works, so I know what to expect	I want support, from a claim handling through to insurance renewal	When booking an appointment for a repair, I want convenience and flexibility	Once I have the repair back, I want to be confident it's done correctly and safely	After roadside pickup, I want my repair to be seamless and stress-free
Applies to Roadside Assistance. Applies to all initiating customers in ACN. If I'm in a stressful moment like an accident, I want the Roadside Assistance number to be easy to find and make the call. Pre-saved the Roadside Assistance number in my phone, immediately and bring me to a specialist who is my preferred repairer. I want to have clear information on what the Roadside Assistance covers. I want to know if I'm covered by Roadside Assistance and what I can expect if I'm not. When my car is damaged, I want to receive an immediate courtesy call or text that my car is safe and accounted for. I want to be informed about the remaining steps and what I can expect, so I know my insurance assistance is handled. I want to be confident that the roadside service will treat my car with care.	Applies to all initiating customers in ACN. I want to be able to easily find and call a number for Roadside Assistance. I want to be able to easily find the Roadside Assistance number in my phone or app. I want to be able to easily find the Roadside Assistance number when I need it. I want to be able to call and be able to speak to someone immediately. I want the repairer to be able to call and be able to speak to someone immediately.	Applies to all initiating customers in ACN. I want the repairer to know about the accident. I expect the repairer to be coordinate Roadside Assistance if I need it. If my car is damaged, I want the repairer to know if I have insurance coverage, I want the repairer to know this and help me. I want the repairer to be coordinated and no longer there. I want the repairer to be coordinated and no longer there. I want the repairer to be coordinated and no longer there.	I want to know the repairer will call. I want to know the repairer will call. I want to know the repairer will call. I want to know the repairer will call. I want to know the repairer will call. I want to know the repairer will call. I want to know the repairer will call. I want to know the repairer will call.	I want to understand the benefits of Roadside Assistance and how it works, so I know what to expect. I want to know that Roadside Assistance is available 24/7 and is linked to professional repairers in the whole continent, there for the next steps. If my car is damaged, I want to know if I have insurance coverage, I want to know if I have this and help me. I want the repairer to know what will happen next. I want the repairer to receive medical or overlapping assistance. I want to be reassured that my car is in good hands. I want to be reassured that my car is in good hands. I want to be reassured that my car is in good hands.	I want support, from a claim handling through to insurance renewal. Applies to all initiating customers in ACN. I want to be able to be reassured at my insurance renewal. I want the repairer to know the company suggests. I want the repairer to offer to take care of everything, I don't want to be bothered. I want the repairer to know I want another provider. I want the repairer to know I have questions during the process. I want the repairer to know they will contact me for insurance accordingly.	I want to be able to be reassured at my insurance renewal. I want to be able to be reassured at my insurance renewal. I want to be able to be reassured at my insurance renewal. I want to be able to be reassured at my insurance renewal. I want to be able to be reassured at my insurance renewal. I want to be able to be reassured at my insurance renewal. I want to be able to be reassured at my insurance renewal. I want to be able to be reassured at my insurance renewal.	I want to be able to be reassured at my insurance renewal. Applies to all initiating customers in ACN