Toyota Private Customer Needs Blueprint - VLV Repair

1. Trigger

Stage Summary

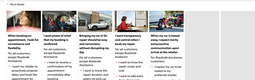
A description of the customer's usual status and behaviours at this point in their ownership journey.

When something goes wrong with my car, it needs repair, or I notice minor damage, I want immediate support so I feel safe, informed, and confident in keep moving. I want to know I can get my right away if needed, without stress or uncertainty.

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.

- Mina Needs



When I have a problem with my car, I need help reporting an issue or minor damage.
- When minor damage or failure repair occurs, I want to report it so I can keep my vehicle safe.
- I want the process to be simple and straightforward, so I can focus on other priorities.
- I want to be able to report an issue or request a repair from anywhere, on any device, at any time.
- I want the reporter to know my preferred method for contact and how they know I prefer to be contacted.
- I want the reporter to be comfortable and confident in the process.
- I want the reporter to know the process from start to finish.
- I want the reporter to know what to expect and when to expect it.
- I want the reporter to know I'm being taken care of.
- I want the reporter to know I'm being kept informed of the status of my vehicle.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.

When I notice an issue through my daily / weekly routine, I want easy access to resources.
- I want to know why I should care about the issue, and what I should do.
- I want the alert to clearly identify the issue and what it means for the vehicle.
- I want the reporter to know my preferred method for contact and how they know I prefer to be contacted.
- I want the reporter to know the process from start to finish.
- I want the reporter to know what to expect and when to expect it.
- I want the reporter to know I'm being taken care of.
- I want the reporter to know I'm being kept informed of the status of my vehicle.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.

When I have a minor issue, I want to report it so I can keep my vehicle safe.
- I want to know the process for reporting my vehicle safe.
- I want to know that my vehicle will be taken care of.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

When I have a Roadside Assistance issue, I want to be confident that I'm in safe hands.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

I want to understand the process and what to expect from my support from my dealership.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

I want transparency and control over the process.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

I want to make sure I bring my car to a dealership I trust.
- I want to understand the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

2. Book

Stage Summary

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

When my car needs repair, booking an appointment should be easy, and I want confident that everything will be taken care of.

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.

- Mina Needs

When booking an appointment, I want to be confident in the process.
- I want to know the process for booking an appointment.
- I want to receive a confirmation that my appointment is booked.
- I want to know what should include in my appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want peace of mind that booking is easy and flexible.
- I want to be able to book an appointment in a way that suits me.
- I want to be able to book an appointment in a way that suits me.

Bringing my car in for repair should be easy and stress-free.
- I want to know the process for repair.
- I want to know the process for repair.

I want transparency and control over the process.
- I want to know the process for repair.
- I want to know the process for repair.

When my car is brand new, I want a clear, convenient process for Roadside Assistance.
- I want to be able to use my Roadside Assistance.
- I want to be able to use my Roadside Assistance.

3. Welcome

Stage Summary

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

When they arrive for their appointment, I want to be greeted promptly and professionally, with the reassurance that everything is prepared and I'm in good hands. I also expect a clear and transparent overview of the costs and coverage (warranty/insurance), reinforcing my decision to trust this dealership.

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.

- Mina Needs

I want to feel welcome and the staff to be friendly and professional.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to drop off my car outside the shop, so I can avoid waiting in the lobby.
- I want to know the process for drop-off.
- I want to know the process for drop-off.

I want to be informed and confident about the costs and coverage.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want the staff to be ready to help me, so I don't feel rushed or pressured.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to leave my car in a safe place and know it will be ready when I need it.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

When my car is brand new, I want a clear, convenient process for Roadside Assistance.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

4. Service

Stage Summary

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

While my car is in repair, I want to be kept informed about my additional repairs needed and notified promptly if there are changes to the expected pick-up time.

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.

- Mina Needs

I want to be kept informed about my additional repairs needed.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be informed about any changes to the expected pick-up time.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to approve additional repairs.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to see the costs and coverage (warranty/insurance).
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to leave my car in a safe place and know it will be ready when I need it.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

When my car is brand new, I want a clear, convenient process for Roadside Assistance.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

5. Deliver

Stage Summary

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

When I pick up my car, I expect it to be ready, with the promised work completed, and I want to understand what was done and why, so I can feel confident in the repair and trust the dealership.

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.

- Mina Needs

I want a smooth, professional repair experience that gets it right the first time.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be confident that my car is ready, regardless of how I pick it up.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to understand what was done and why.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to know that my car is in good shape and that any issues have been fixed.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to know about any other work needed and what it costs.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

6. Follow-Up and Engage

Stage Summary

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

After my car repair, I want to be kept informed about my additional repairs needed and notified promptly if there are changes to the expected pick-up time.

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.

- Mina Needs

I want the reporter to know what happened and why it happened.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want the reporter to be proactive and keep me informed.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want the reporter to be easy to reach and to be responsive.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

Measurement Framework

The Measurement Framework shows how KPIs map to the customer journey stages, allowing us to align business goals with customer needs and focus our activity on improving the customer experience KPIs.

Diagnostic KPIs

To determine if each Pain Point Need is being met, Diagnostic KPIs are customer survey and complaint responses against each Pain Point. These Diagnostic KPIs measure needs rather than campaigns; they are affected by factors across channels and experiences.

Service-CPH	Service-CPE	Service-CPV	Service-CPI	Service-CPR	Service-CPO
HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey
HCV-Results	**HCV-Results**	**HCV-Results**	**HCV-Results**	**HCV-Results**	**HCV-Results**
CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop

Business KPIs

Business KPIs are key metrics to measure success in providing a good customer experience and meeting needs at each journey stage. KEI-KPIs in the Measurement Framework are channel and campaign agnostic.
The Business KPIs are indicators that are to be realistic, available and trackable. Because needs are attributed, in many cases KPIs are indicators (we cannot directly measure every need).

Number of Claim Runs	Roadside Assistance Recovery	Noise Penetration	Number of Website Visitors / Unique Service Premium
Number of Customer Contacts collected		Noise Leakage	Customer Repair Network Coverage
Conversion Rate (all/per)		Insurance Penetration	
		Insurance Contract Renewals	

1. Trigger

Insights

These are insights into typical pain points for automotive customers. The customer needs for this stage have been repeated for context of the pain points.

- Customer Pain Points

When I have a problem with my car, I need help reporting an issue or minor damage.
- When minor damage or failure repair occurs, I want to report it so I can keep my vehicle safe.
- I want the process to be simple and straightforward, so I can focus on other priorities.
- I want to be able to report an issue or request a repair from anywhere, on any device, at any time.
- I want the alert to clearly identify the issue and what it means for the vehicle.
- I want the reporter to know my preferred method for contact and how they know I prefer to be contacted.
- I want the reporter to be comfortable and confident in the process.
- I want the reporter to know the process from start to finish.
- I want the reporter to know what to expect and when to expect it.
- I want the reporter to know I'm being taken care of.
- I want the reporter to know I'm being kept informed of the status of my vehicle.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.

When I notice an issue through the app, I want easy access to resources.
- I want to know why I should care about the issue, and what I should do.
- I want the alert to clearly identify the issue and what it means for the vehicle.
- I want the reporter to know my preferred method for contact and how they know I prefer to be contacted.
- I want the reporter to know the process from start to finish.
- I want the reporter to know what to expect and when to expect it.
- I want the reporter to know I'm being taken care of.
- I want the reporter to know I'm being kept informed of the status of my vehicle.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.
- I want the reporter to know I'm being treated with care and respect.
- I want the reporter to know I'm being treated fairly and consistently.

When something is wrong, I want to report it so I can keep my vehicle safe.
- I want to know the process for reporting my vehicle safe.
- I want to know that my vehicle will be taken care of.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

When I have a Roadside Assistance issue, I want to be confident that I'm in safe hands.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

I want the process and what to expect from my support from my dealership.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

I want transparency and control over the process.
- I want to know the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

I want to make sure I bring my car to a dealership I trust.
- I want to understand the process for reporting my vehicle safe.
- I want to know the process for reporting my vehicle safe.

2. Book

Insights

These are insights into typical pain points for automotive customers. The customer needs for this stage have been repeated for context of the pain points.

- Customer Pain Points

When booking an appointment, I want for flexibility.
- For all customers: I want to know the process for booking an appointment.
- I want to know the process for booking an appointment.
- For customers with a preferred dealership: I want to know the process for booking an appointment.
- I want to know the process for booking an appointment.
- I want to know the process for booking an appointment.

I want peace of mind that booking is easy and flexible.
- For all customers: I want to know the process for booking an appointment.
- I want to receive a confirmation that my appointment is booked.
- I want to know what should include in my appointment.
- I want to know what to expect when I book an appointment.
- I want to be able to book an appointment in a way that suits me.
- I want to be able to book an appointment in a way that suits me.
- I want to be able to book an appointment in a way that suits me.

Bringing my car in for repair should be easy and stress-free.
- For all customers: I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.

I want transparency and control over the process.
- For all customers: I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.
- I want to know the process for repair.

When my car is brand new, I want a clear, convenient process for Roadside Assistance.
- For all customers: I want to know the process for Roadside Assistance.
- I want to know the process for Roadside Assistance.
- For customers with a preferred dealership: I want to know the process for Roadside Assistance.
- I want to know the process for Roadside Assistance.
- I want to know the process for Roadside Assistance.
- I want to know the process for Roadside Assistance.

3. Welcome

Insights

These are insights into typical pain points for automotive customers. The customer needs for this stage have been repeated for context of the pain points.

- Customer Pain Points

I want to feel welcome and the staff to be friendly and professional.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to drop off my car outside the shop, so I can avoid waiting in the lobby.
- I want to know the process for drop-off.
- I want to know the process for drop-off.
- I want to know the process for drop-off.
- I want to know the process for drop-off.
- I want to know the process for drop-off.
- I want to know the process for drop-off.

I want to be informed and confident about the costs and coverage.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want the staff to be ready to help me, so I don't feel rushed or pressured.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to leave my car in a safe place and know it will be ready when I need it.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

When my car is brand new, I want a clear, convenient process for Roadside Assistance.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

4. Service

Insights

These are insights into typical pain points for automotive customers. The customer needs for this stage have been repeated for context of the pain points.

- Customer Pain Points

I want to be informed about any changes to the expected pick-up time.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to approve additional repairs.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to see the costs and coverage (warranty/insurance).
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to leave my car in a safe place and know it will be ready when I need it.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
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- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

When my car is brand new, I want a clear, convenient process for Roadside Assistance.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

5. Deliver

Insights

These are insights into typical pain points for automotive customers. The customer needs for this stage have been repeated for context of the pain points.

- Customer Pain Points

I want a smooth, professional repair experience that gets it right the first time.
- For all customers: I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be confident that my car is ready, regardless of how I pick it up.
- For all customers: I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to be able to understand what was done and why.
- For all customers: I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to know that my car is in good shape and that any issues have been fixed.
- For all customers: I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

I want to know about any other work needed and what it costs.
- For all customers: I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.
- I want to know what to expect when I book an appointment.

6. Follow-Up and Engage

Insights

These are insights into typical pain points for automotive customers. The customer needs for this stage have been repeated for context of the pain points.

- Customer Pain Points

I want the reporter to know what happened and why it happened.
- I want the reporter to know what happened and why it happened.
- I want the reporter to know what happened and why it happened.
- I want the reporter to know what happened and why it happened.
- I want the reporter to know what happened and why it happened.
- I want the reporter to know what happened and why it happened.
- I want the reporter to know what happened and why it happened.

I want the reporter to be proactive and keep me informed.
- I want the reporter to be proactive and keep me informed.
- I want the reporter to be proactive and keep me informed.
- I want the reporter to be proactive and keep me informed.
- I want the reporter to be proactive and keep me informed.
- I want the reporter to be proactive and keep me informed.
- I want the reporter to be proactive and keep me informed.

I want the reporter to be easy to reach and to be responsive.
- I want the reporter to be easy to reach and to be responsive.
- I want the reporter to be easy to reach and to be responsive.
- I want the reporter to be easy to reach and to be responsive.
- I want the reporter to be easy to reach and to be responsive.
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Measurement Framework

The Measurement Framework shows how KPIs map to the customer journey stages, allowing us to align business goals with customer needs and focus our activity on improving the customer experience KPIs.

Diagnostic KPIs

To determine if each Pain Point Need is being met, Diagnostic KPIs are customer survey and complaint responses against each Pain Point. These Diagnostic KPIs measure needs rather than campaigns; they are affected by factors across channels and experiences.

Service-CPH	Service-CPE	Service-CPV	Service-CPI	Service-CPR	Service-CPO
HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey	HCV-VOC & Survey
HCV-Results	**HCV-Results**	**HCV-Results**	**HCV-Results**	**HCV-Results**	**HCV-Results**
CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop	CSI Satisfaction survey on PRN workshop

Business KPIs

Business KPIs are key metrics to measure success in providing a good customer experience and meeting needs at each journey stage. KEI-KPIs in the Measurement Framework are channel and campaign agnostic.
The Business KPIs are indicators that are to be realistic, available and trackable. Because needs are attributed, in many cases KPIs are indicators (we cannot directly measure every need).

Pre-X-Right Rate	Noise Penetration	Noise Leakage	Noise Penetration
Hey-to-Hey Time	Noise Leakage		

1. Trigger

Gaps and Actions

This section highlights Pain European gaps in the customer journey, based on identified customer pain points.

Each gap shows where a customer need is not fully met at Plan B level, and each action proposes a potential solution or direction to address it.
As markets differ, some gaps may not apply in your market, or the solution may already exist or require local adaptation.

Gap: Unclear customer status updates at PRN - only workshop confirmation

Action: Develop dependency reminder to inform customer already has an appointment

Gap: Automated WAC messages don't reach customer, adding pressure to customer

Action: Investigate LSD-AoI

Gap: Difficult to get hold of dealer by phone

Action: Implement digital strategy

Gap: Unknown if customer has a charger at home

Action: Investigate home charger ownership

Gap: Customers want updates on progress throughout the whole repair process

Action: Develop a Guide (Ipad) Strategy / Process at workshop

Gap: Customer Service Promise not launched in all markets

Action: Ensure it is implemented in all markets