

Section 2 Topics

Toyota Maintenance Overview

-  **Work Mix**
-  **Customer's Viewpoint**
-  **Multipoint Inspection Form**



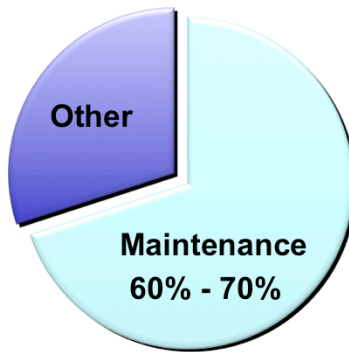
Learning Objectives

- Describe the evolving shop environment currently shaping the automotive service industry
- Describe the expectations of typical maintenance customers
- Describe the importance of routine factory recommended maintenance
- Describe what maintenance is, why it's important, and what your role is in keeping the customer's vehicle in good working order

Work Mix

- Repair vs. Maintenance?
- Warranty vs. Customer Pay?

Maintenance work = 60 to 70% of work mix*



*Source: Urban Science, Sept., 2010, based on a national average from the national history database. Your dealership's percentages may differ.

Work Mix Over recent years, it has become increasingly apparent that general **maintenance work far exceeds repair work** in the dealership service environment. This trend has prompted Toyota to add more training programs in maintenance and general service, in addition to the training it offers in the basic four service categories.

One reason for this new emphasis is that even though general maintenance can be pretty straightforward, it is sometimes performed to different standards from shop to shop, or even within the same dealership service department. Toyota's goal is for Toyota technicians everywhere to **consistently meet or exceed customer expectations** by providing the same high level of service when performing maintenance. This results in higher customer satisfaction, repeat business and increasing success for the technician and the dealership.

Customer's Viewpoint

Toyota Maintenance

- Compared to the Non-Premium average¹, Toyota significantly trails in all Maintenance measures. The two largest negative gaps at the measure are Vehicle Pickup and Service Advisor.
 - The largest negative attribute gaps for the measures are: “Fairness of charges,” “Timeliness of the pick-up process,” and “Thoroughness of explanations.”

Toyota – Maintenance Index

2009 CSI			Better/(Worse) than Non-Premium ¹
	Rank	Index	
Maintenance	30	741	(27)
Service Initiation	31	760	(28)
Service Advisor	32	742	(33)
Service Facility	27	745	(18)
Vehicle Pickup	32	734	(34)
Service Quality	31	726	(26)

= Statistically significant at 95% confidence level. ¹ Non-Premium segment includes Scion and Toyota.

Customer's Viewpoint

According to the Customer Satisfaction Index survey results, Toyota service departments have been lagging behind competitors on customer satisfaction during routine maintenance visits to the dealership. The results above may seem to point toward ASM/customer interactions, but what most technicians fail to realize is how their role affects customer satisfaction without ever interacting with the customer.

As noted above, the largest negative attribute gaps seem to be:

- Fairness of charges
- Timeliness of the pick-up process
- Thoroughness of explanations

These three gaps can be related to technician performance and suggest a greater need for:

- Ethical recommended services
- Timely inspection results and service completion
- Thorough documentation of vehicle health

Multipoint Inspection Form

- MPI points out:
 - Condition of vehicle
 - Current maintenance or repair needs
 - Future maintenance needs
- Builds credibility in your service recommendations
- Aftermarket provides inspections
- Customers value inspections
- Customers EXPECT you to inspect their vehicles

The image shows the Toyota Multipoint Inspection form, which is a comprehensive checklist for vehicle health. It includes sections for customer information, vehicle condition (with a car diagram), and service information. The form uses color-coded indicators (green for OK, yellow for caution, red for immediate attention) to mark various vehicle components like lights, tires, brakes, and fluids. It also includes fields for mileage, odometer, and a technician's signature.

Multipoint Inspection Form

When used properly, the Multipoint Inspection form builds service value and gives the ASM an easy roadmap to advise the customer on the needs and overall health of their vehicle. This form, if **used during every service**, provides an ongoing record of vehicle health and prepares the customer for future repairs and services.

Toyota recommends a multipoint inspection (MPI) be performed on every service and completed within the first 15 to 20 minutes. By **completing the MPI quickly**, you're giving the ASM ample time to consult with the customer on the immediate and future needs of their vehicle, and to **obtain authorization for additional needed work** while the vehicle is already in for service. This leads to greater customer satisfaction and more work for the technician.