

CASE STUDY

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I N S P I R E D B U S I N E S S S O L U T I O N S

TOYOTA AUSTRALIA - *Toyota Motor Corporation Australia is one of Toyota Japan's global manufacturing centres with a long term commitment to the domestic and export markets.*

Toyota Australia: employs over 4500 people is Australia's largest vehicle exporter and in 2005 exported 69,000 cars to over 20 different markets. In addition, Toyota Australia distributes and sells the luxury Lexus brand of vehicles and the Daihatsu range.



● THE CHALLENGE

Toyota field staff are busy meeting with the Toyota dealership network, discussing areas of concern, working on compliance as well as informing them of upcoming promotions and marketing efforts. Each dealer visit requires a Call Report to be created in a centralised Lotus Notes database call the Contact Management System (CMS).

These Call Reports would be hand-written and then, often several days later, they would be entered into the CMS application. This process could take up to 12 hours per week, per staff member.

Management in both Melbourne and Sydney head offices rely on the information gathered in these Call Reports to drive their business. As the need for better information increased, so did the administrative workload on the Toyota field staff. The Toyota field staff were becoming increasingly desk bound and the quality of the information that was being captured was less than ideal.

The challenge was to streamline to business process to achieve:

- an improvement in the overall CMS application process
- a reduction in the time to complete CMS Call Reports
- reduced time to deliver reports to key decision makers
- an ability to both PUSH (send) and PULL (capture) information
- that it embodies the core Toyota value of continuous improvement through innovation

THE TECHNICAL PLATFORM

- Lotus Notes R5.11 client and server.
- CommonTime mForms and mNotes synchronisation products
- Satsuma Solutions bespoke developed pocketPC application "pocketCMS"

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An initial high-level estimate of the proposed costs saving of the solution

Area of Saving	Time saved per week
Reduced administration time entering Call reports based on 20 users	144 hours = 18 days
Reduced time to locate appropriate reports based on 20 users	16 hours = 2 days
TOTAL	160 hours = 20 days per week



THE EXPERIENCE

"Not only is the application easy to use, it actually allows me to capture better information when I am in front of a customer. I believe that pocketCMS is saving me over 60% of my administration time."

Chris Parish, Technical Field Manager with Eastern Region Customer Service Division.

"Satsuma has been exceptional to deal with. Satsuma have provided an invaluable service, through IT support, advice and training. They have gone beyond what I believe is the call-of-duty with assistance outside of working hours. Thanks to Satsuma, my sanity and my PDA are in one piece."

Andrew Moloney, District Sales and Operations Manager, Northern Region.

"Satsuma are very professional and diligent in terms of understanding and delivering the requirements and working with multiple stakeholders."

Nik Nair, Systems Support Manager.

"Satsuma are very easy to work with and all of the staff are most helpful and very eager to assist with any concerns."

John Cutler, Marketing Manager Planning

• THE SOLUTION

Utilizing Satsuma Solutions expertise in Lotus Domino applications and mobility solutions, a pocketPC application "pocketCMS" was developed that was: quick; simple; easy to use; fully integrated with the current database and provided good value.

The impact that this made on the departments that use pocketCMS was significant. Nik Nair, Systems Support Manager states that "The main impact has been much better compliance in filling out the visitation reports, due to the convenience of being able to fill in the report whilst the visitation is taking place. The principle benefit has been in time saving and productivity improvements."

The impact was not confined to those using the pocketPC devices, but also affected head office managers who relied on the information gathered by field staff. Nik Nair believes that the introduction of pocketCMS has had a "significant" improvement on the overall CMS application as "there are more reports, with much greater detail from the Regions."

In terms of overall pocketPC effectiveness Matthew Cunneen, Managing Director (Australia) of Satsuma surmises "It is all about giving people the tools they need to do their jobs, not overloading them with technology for the sake of it. pocketPC's are great for standard, repeatable tasks. Combine that with email and calendar synchronisation and the ability to read your office files and the entire package is really very compelling."

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