

**TNZ TEx Communications
Landcruiser 70
Resource Action Pack
(Supplementary)
October 2023**

**Vehicle Consultant / Business
Manager / Vehicle Manager
Resource Action Pack**

Resource Short Description

Since the OTP terms and conditions changed 1 September 2022, we have been managing customer expectations for the possibility of pricing, specification, or delivery changes. When model year or specification changes occur some orders cannot be supplied. We will need to contact customers with the news, overcome objections, and preserve the order.

Management preparation / informing the team how to prepare for customer communications for order cancellations due to a model year/specification change. Strategies for prioritising contacts and resolving objections.

Current Events / Realities:

- ➔ 43 Customer orders for Current Generation LC70 cannot be supplied. (LC70 Orders in backorder status).
- ➔ The majority are facing a big technical change (engine & transmission) as well as a new design.
- ➔ Price protection is not possible.
- ➔ Customers impacted will receive an email directly from TNZ advising them of our inability to fulfil their order and to contact their Store about options available to them.
- ➔ Customers can switch models to a Current Generation alternative (FIFS, while stocks last) or move to front of the queue for the New Model Alternative.
- ➔ TNZ will also be offering these customers a gift, regardless of which option they choose, or even if they wish to cancel.

Goals:

- ➔ Set the expectation that ***most customers prefer honest information up-front***. Most will be understanding if we communicate well up-front or later when circumstances change.
- ➔ Instil a sense of urgency.
- ➔ Minimise cancelled orders.
- ➔ Preserve customer goodwill.

Tips for using these resources:

- ➔ Read through the suggestions beforehand and make your notes and any customisations specific to your store.
- ➔ Plan for how you will engage the team and get them practicing the calls. Verify they can do it well.

Team Training Agenda – Contacting Customers on their LC 70 Order

Team Meeting Agenda	Materials	Time Required
How can we preserve customer experience when we have to advise on an availability change?	Whiteboard/Flip chart Handouts of this meeting and the template: “Personalise Phone Contacts”	30 Minutes
Learning Objectives:		
<ul style="list-style-type: none"> • Participants understand how clear communication up-front reduces problems and customer frustration later. • Participants feel more comfortable speaking to customers about not being able to supply their order. 		

Opening

Suggest to the group: We need to assume that most people will be happy for the transparency. They are still excited to get their vehicle. If we communicate well we can reduce friction and cancelled orders. We need to prepare and start right.



Key point

With scripts, the structure is what is important. The structure done right provides the best results.

Modify so the personality and words are yours, but retain the proven structure that works!

Copy and hand out the following pages:

Prepare and start right.

- ➔ Confirm the order status and closest possible vehicle substitutions.
- ➔ Understand the likely indicative pricing on the new model.
- ➔ Be sure of any documentation required before the call.
- ➔ Consult TUNZ (if required) to reacquaint yourself with what you know about the customer/family/purchase.
- ➔ Make a phone call to advise the order status and possible actions.

Communication:

- Start right: Greeting/Benefit Statement/Clear the Call.
- Show care & concern – **Reconnect the relationship.**
- Keep the tone positive!
- Inform of vehicle order changes
- Inform of next steps – as applicable.
- Show gratitude for patience and understanding.

Start Right: “Good morning, is that <Michelle>? Hello <Mark, its Kim> calling from <Store Toyota>; I have some news for you about your <Toyota Land Cruiser 70 Wagon>; have I caught you at a good time to talk?”

Yes: “Thanks! I hope you and your family are well. <Reconnect the relationship with what you know: How are Todd and Jane getting on? I imagine they’re keen for the school holidays! Planning for...?>

So <Michelle> we’ve received an update on your vehicle status. You might remember we spoke about the possibility of a change in specification or pricing during your wait time. So I have just learned that your vehicle on order will not be produced before the factory switches to the new version. I’m so sorry but it just can’t be avoided. This will mean that we can do one of two things. We can switch your order to front of the queue for the New Design < with the latest engine and transmission> or we can substitute with a Current Model in New Zealand that’s similar to your order. I know it’s not the news you were hoping for and I’m sorry about that. The good news is that we have do some options.”

“I’ve selected a couple of choices that might be a good substitution and I have some information on the new generation model. We can get together to review those choices so you can make an informed decision. How does that sound?”

“Either way, there is a bit of documentation we need to complete together. I’ll send you an e-mail confirmation right now and I’ll include the details of the documentation we need to complete. Ok?”

“Also, as a way of saying thanks for your ongoing loyalty and patience through this difficult time Toyota NZ would like to offer you a choice of a gift that will hopefully make your summer a bit better.”

No not a good time to talk: “Ah, no worries. Just a quick call to update you on the status of your Landcruiser 70 order. When should I ring you back?”



Activity

Managers: Select real customers that need an update call, use those situations for Vehicle Consultants to practice with before they have to make the real call. Keep the tone and delivery positive.

Specific situations to practice:

- ➔ Their LC 70 LX Wagon cannot be supplied but there **is stock** of a possible current model substitution.
- ➔ Their LC 70 LX Wagon cannot be supplied and there **is no remaining stock** of a possible substitution.
- ➔ They are not keen to substitute. They will update to the new model but are concerned with additional wait time and higher pricing.



Key point

Changes to pricing or specifications in accordance with the OTP terms and conditions is not in conflict with CREED TEx or Toyota Driveaway Pricing. The core principle is that everyone is treated equally.

Personalise Phone Contacts

1. Greeting
2. Benefit Statement <I have some news about...>
3. Clear the call <Have I caught you at a good time...>
4. Value proposition / Message
5. Call to action or your next commitment
6. Suggest the next action / expected next contact

LC70 LX Wagon Oversubscription

BACKGROUND

43 Customer orders for Current Gen LC70 cannot be supplied (in backorder status- VWMLA).

TNZ COMMS TO CUSTOMER

Customers impacted will receive an email directly from TNZ advising them of our inability to fulfill their order + to contact their Store about options available to them (see below- customer options).

TNZ will also be offering these customers a gift, regardless of which option they choose, or even if they wish to cancel.

Choice of either: A deluxe summer picnic kit that includes a Weber baby Q premium portable gas barbeque and a Swandri picnic blanket **OR** A GR track experience day.

NB: Gifts are arranged directly with TNZ by the customer emailing hello@toyota.co.nz with their preferred option, full name, postal address if choosing the BBQ and the campaign reference LC70Gift. Requested no later than the 30th November 2023.

CUSTOMER OPTION ADVICE (FOR STORES)

Customers can switch models to a run-out alternative (FIFO, while stocks last) or request priority allocation of a new model alternative:

- o Run-out 'in stock' alternative will be View Only in DA. Runout models are for immediate delivery (no deferrals).
- o On new models wait times will vary by model but could extend to early- mid 2024.
- o CS will allocate view only stock (run out models) or place backorders on new models.
- o Customer Niche Qualification Checklist applies in both instances
- o The new prices will apply on all model changes (refer pricelist).
- o Please be clear on customers requested date, and delivery location (store or outworker).
- o CS will cancel the VWMLA backorder which cannot be fulfilled (please advise FDO)

TNZ would like to have customer orders changed by mid November, so that we can begin assigning demos of the New Models, and opening customer orders.



TOYOTA

Preparation Notes