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Toyota Dealerships Enhance Customer Service via Touch Screen Kiosks

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Touch screen technology and digital signage specialist [Tactile Technologies](#) has sealed an agreement with Toyota Motors South Africa to implement and support a custom [Elo TouchSystems](#) touch screen and [MediaTile](#) cellular digital signage solution at all of its branches in South Africa.

Mauro Mercuri, managing director of Cape Town-based Tactile Technologies, said the 3G touch screen and digital signage kiosks will be used as virtual product catalogs at dealerships.

“Potential customers can customize and view different car models in 3D, explore video clips and the latest advertisements, as well as information about finance options, to name a few. Toyota also aims to use the solution for internal communication at their branches about dealer days, staff announcements and training,” he said.

According to James Smith, manager of Web communications systems at Sandton, S.A.-based [Toyota Motors SA](#), the company is on an aggressive drive to improve customer service at its dealerships through this multi-purpose communications tool. Successful pilot implementations were done earlier this year at Woodmead, Centurion and Groblersdal, he said.

“Market conditions today are tough, and Toyota SA realizes it’s important to differentiate itself from other dealerships and stay true to Toyota’s ‘Lead the Way’ pay-off line by offering a unique customer experience with cutting-edge technology.

“These information stations will provide our customers with all the specifications they need and give them a sense of the vehicles’ capabilities, accessories and economy before they even book a test drive,” he said.

Smith said the kiosks will assist dealerships in securing sales if demo models are not present, as the kiosk is a suitable visual aid in showing off the vehicles’ features to customers.

Commenting on Toyota SA’s decision to partner with Tactile Technologies to implement and support the solution, Smith says the professionalism displayed by the company during the six-month pilot project assured the deal.

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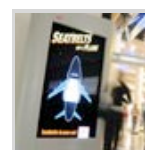
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