

## **2TOUCH**

### **CASE STUDY 15/05/08**

## **TOYOTA FINANCIAL SERVICES SAVES TENS OF THOUSANDS OF POUNDS**

### **Brief**

2Touch was appointed by Toyota Financial Services (TFS), a leading provider of automotive financial services to provide a comprehensive data capture and fulfilment service following a competitive tender in 2003. The objective of the appointment was to achieve maximum operational and financial efficiencies, whilst ensuring the highest quality of service for its customers.

Most importantly, TFS placed huge emphasis on the need for 2Touch to provide high levels of accuracy, due to the highly regulated nature of the financial services industry.

### **Challenges**

As well as Toyota, TFS manages two further brands – Lexus Financial Services and Redline Finance. When corresponding by mail with its customers, it is essential that all letters have the relevant company branding. Previously, this required TFS to ensure that the 2Touch fulfilment team always had adequate amounts of letter headed paper for each of the three brands, and replenished the stock when required. Over time, TFS recognised that this process was proving to be inefficient; therefore they needed to look at ways of reducing the costs whilst still providing the same quality of service to its customers.

### **Solution**

Based on its expertise and knowledge 2Touch enabled Toyota Financial Services to significantly reduce its fulfilment costs. 2Touch has achieved this by providing TFS with the facilities to move to plain paper printing instead of having brand specific, printed stationery which can be very expensive. As a result, 2Touch implemented the necessary processes and procedures in order for the fulfilment team to print all of the necessary customer material in-house. The advantages of the updated approach are three-fold. Firstly, design changes to the brand can be accommodated almost immediately, introducing a high level of flexibility. Secondly, stock levels

are greatly reduced because there is no need for pre-printed branded stationery. Finally, because there is now no longer any obsolete stock there was a significant reduction in waste. This all resulted in a net cost saving for TFS.

2Touch is authorised by the Financial Services Authority (FSA) under part IV of the FSMA, which enables the organisation to undertake regulated mortgage, investment and general insurance business. This accreditation provides TFS with the assurance that 2Touch is committed to providing a service which is fully compliant with the regulations stipulated by the Authority.

TFS has a robust customer contact strategy which ensures that its customers experience a quality service. Part of this strategy includes clear guidelines as to when TFS must correspond with its customers but it also defines areas whereby the organisation goes above and beyond the call of duty. For example, TFS send thank you letters to customers who submit credit applications and this is carried out by the dedicated fulfilment team at 2Touch. The introduction of this letter has helped to increase the conversion from application to contract.

Once the contract has been activated, 2Touch, on behalf of TFS, will send customers a letter which provides further details of their agreement including important contact details and this is done within seven working days. In addition, customers will often contact TFS for a financial settlement figure and in doing so, would require 2Touch to provide a written quotation. In a typical 12 month period, 2Touch will send approximately 100,000 of these letters whereby the content and structure is all subject to government regulation. The data received from TFS and the strength of the quality control undertaken by 2Touch is paramount to the success of ensuring these letters are 100% accurate.

In order to effectively evaluate customer satisfaction, Toyota Financial Services conducts a number of surveys through various communication channels including the telephone and by post. Postal surveys are carried out at the beginning and end of a customer agreement and all completed surveys are sent to the 2Touch data capture team. With the capacity to deliver on average up to 17000 key depressions an hour, the data capture team ensures all responses are captured quickly and accurately.

**Verdict**

Eamonn Warters, Marketing Operations Manager at Toyota Financial Services explains: 'Coupled with a strong recommendation and a competitive offering, 2Touch provided us with the confidence that it would deliver a robust, efficient and highly effective data capture and fulfilment service. They have indeed proved more than capable of meeting our business requirements. 2Touch is very responsive and if we need the team to do something, it is done quickly and accurately which is extremely important to us. Furthermore, we appreciate the level of support the company has demonstrated towards securing the significant cost savings we have achieved over the last four years.'

**Ends**