

Clientele supports the ‘Toyota way’



Toyota is the largest car manufacturer in the world, selling more than nine million vehicles in over 170 countries every year. The sales and marketing for Toyota and Lexus in the Netherlands are provided by Louwman & Parqui B.V. from an eye-catching business complex in Raamsdonksveer. The National Marketing and Sales Company (NMSC) deals with vehicle marketing, sales to 140 dealers and leasing companies and support and training for the dealer organisation.



The distribution of the vehicles and parts is organised from Toyota Europe in Belgium. However, all vehicle and parts orders are collected in Raamsdonksveer, consolidated and then forwarded to Toyota Europe in batches. The NMSC therefore acts as an information hub between dealers and Toyota Europe, which is clearly where the added value of the organisation lies.

The umbrella organisation Louwman Group has seven divisions, including Yokohama Nederland and the leasing company Alcredis Finance. The Louwman & Parqui division is the largest in the group as regards automation. The automation department is divided into Application Support and System Management & Network Services. System Management & Network Services consists of system and network management and a helpdesk, each with separate tasks. In total, it employs seven people, including System Management & Network Services manager René Gommers. The helpdesk is staffed by two people. In total, the department manages 100 servers and 185 workstations. The organisation mostly works with SAP and Microsoft products, as well as several specific Toyota applications. These are either accessed via Raamsdonksveer or hosted.

Louwman & Parqui has already been using Clientele software since 1996. The organisation worked with the initial release for almost ten

years, after which it became necessary to upgrade. Since then, the automation department has kept pace with the annual upgrades, which means that the organisation no longer has to cope with the impact of drastic changes. According to René Gommers: “The decision to upgrade Clientele was an easy one. We were very pleased with the program. It is familiar, user-friendly and easily accessible, as the software is entirely in Dutch. What’s more, we could modify it in line with our requirements.”

Trends increase professionalism

Clientele ITSM is used for call logging, monitoring and configuration management. In addition, intensive use is made of the knowledge base. It is not only the 185 employees of the Marketing & Sales organisation but also dealer staff who use the helpdesk and system management services. All incoming telephone calls are logged at the helpdesk. No exceptions are made to this rule. “Previously, we didn’t log every single phone call,” says Gommers. “Then we just looked to see if we could resolve things on an ad hoc basis. In order to collect statistical information and gain insights into quantities, types and time investments, we now log absolutely everything.” After receiving an incident or question, the answer and the solution are also logged. If a problem cannot be resolved immediately, the current status is kept updated. “The intention is mainly for the helpdesk to function even more professionally. This was also why we decided, at the time of the first upgrade, to separate the helpdesk and system management. All our employees now have a clear task and can focus on what they are good at.”

“We are increasing our professionalism because we can point out trends. The questions we get asked are very varied, from an explanation of a Word table to a major system fault, but we do also sometimes get clients asking when their vehicle will be delivered.

“You can’t fail to notice our passion for cars, but we are conscious of returns too, also when it comes to automation.”

Be clever

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We don't actually handle those types of calls, but we do pass them on. Logging the calls gives us an overview of what is coming in and, more importantly, what we are doing with it. We can anticipate on that basis, and give feedback to the organisation. The helpdesk currently receives around 350 calls per month. 75 per cent of those calls are resolved within one day. I think that's a good score, although there's always room for improvement.”

Configuration management

All devices within Louwman & Parqui are also entered in a Clientele database. We record when they were purchased and when maintenance is required. In addition, all the people and dealers are entered in Clientele and linked with the equipment they are using. This creates an ideal situation when it comes to preparing for incoming calls. It means that everyone who contacts the helpdesk can be helped more quickly and efficiently. What's more, the maintenance and replacement of equipment can be planned properly, which makes it possible to work more proactively.

Knowledge base

“Our knowledge base forms an important part of the service for us. We feel it is important to be transparent in what we do and how we do it. Over the course of time, we have entered frequently asked questions and solutions into the Clientele knowledge base ourselves. We are currently in the test phase of access to this knowledge base, both internally and externally. It means that our own employees in Raamsdonksveer will soon be able to consult the database for solutions to their IT problems, but also that dealer staff



will be able to retrieve information. It also makes it possible to look at our own requests and track their status. This is made possible by the Clientele web portal. It has been modified to fit in with our own house style and is therefore very user-friendly.”

“We need to make sure that everything is logged accurately, in a way which everyone can understand. That will improve the quality of our service. You start working at a higher level, because you know that clients can view the whole system.” The functionality of the knowledge base used by Louwman & Parqui is the standard application. Gommers: “We try to keep things as standard as possible. We don't always succeed completely, so there is a bit of customisation in our Clientele package. Often it just can't be helped. However, so we could quickly change over to the new version and keep maintenance to a minimum, we opted for a standard solution. Nonetheless, we have a lot of functionalities and don't feel that we're missing out on anything.”

How does the Toyota Way translate into the helpdesk and system management?

“The Toyota Way focuses on various different spearheads, of which continuous improvement, respect for people and automotive entrepreneurship form the basis. We are always working on these areas. These spearheads can also be found in the approach within our organisation. We are also constantly improving our services and professionalism. Clientele allows us to do so, and the structure in our working methods means that we can work together better as a team. You can't fail to notice our passion for cars, but we are conscious of returns too, also when it comes to automation.”



Louwman & Parqui B.V. is one of the few remaining private vehicle distributors in Europe. Louwman & Parqui is the national Marketing & Sales organisation for Toyota and Lexus in the Netherlands. The company has 185 employees. In the Netherlands, Toyota has quickly gained market share over the years and is now one of the best-selling vehicle brands. Louwman & Parqui is based in Raamsdonksveer in a characteristic dome-shaped building. The building also houses part of the company's own collection of historic vehicles.



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