



TOYOTA LANKA DELIVERS ON ITS CUSTOMER SERVICE AND RETENTION GOALS WITH THE HELP OF IFS APPLICATIONS™

Choosing an ERP solution that enables everyone at Toyota Lanka to deliver on key customer service and retention objectives led the company to IFS Applications, whose user-friendliness and global reporting capabilities give Toyota Lanka the confidence and agility they require to convert complexity into simplicity.

Maintaining Toyota's world-renowned reputation for excellence in customer service is the essential objective of Toyota Lanka, the Sri Lankan subsidiary of the Japanese automotive manufacturer.

Established in Sri Lanka in 1995, Toyota Lanka today enjoys a 40 percent share of the market for new cars in Sri Lanka. The company sells and services Toyota cars from 14 locations across the country, and has nearly 700 employees.

As a wholly-owned subsidiary, Toyota Lanka adheres to Toyota's 3-S concept of sales, services and spare parts under one roof, ably demonstrated in the Toyota Plaza facility in Colombo, the first of its type in Sri Lanka when opened in 1998 and facelifted in 2014.

"Toyota Plaza occupies about four acres of space," says Manohara Atukorala, Chief Operating Officer at Toyota Lanka. "We have vehicle sales, spare parts and service facilities under one roof. With 400 skilled employees at this one location, we can service nearly 100 vehicles a day here."

IFS APPLICATIONS SUPPORTS HIGH SERVICE AMBITIONS

Providing excellence in customer service is at the heart of Toyota's concept of 3-S, and is a key competitive differentiator for Toyota Lanka. It's a key reason why Toyota Lanka originally chose IFS Applications for their ERP backbone, a choice further validated through a recent version upgrade.

"We have seen rapid changes in the automobile industry," Atukorala explains. "IFS really helps us as its modular functionality lets us incorporate modules as required."

IFS Applications is built using the same principles used by successful manufacturers such as those in the auto industry—the production and assembly of components. Its service-oriented component architecture lets you choose only the business components you need. And you can add new ones as you go along.

"Currently, we use the finance distribution, service management, and HR modules," Atukorala says. "And we are really excited about CRM." With IFS Applications 9, released in May 2015, CRM is embedded in the software to offer new exciting CRM capabilities out of the box.

ABOUT TOYOTA LANKA

Toyota Lanka was established in 1995 as a subsidiary of Toyota Tsusho Corporation, Japan, to be the sole distributor for new Toyota vehicles and genuine spare parts in Sri Lanka. Our customer focused sales and high quality after sale services have accounted for our 40 percent market share for Japanese-origin vehicles. Toyota Lanka operates the largest spare parts warehouse in Sri Lanka with state-of-the-art streamlined IT with enhanced and lean operations, and eight branches throughout the country.

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IFS ENABLES AGILITY AND GLOBAL REACH

Atukorala also speaks of the flexibility of IFS Applications and how it enables Toyota Lanka to fulfill its goals as part of a global organization—Toyota’s worldwide presence includes 54 manufacturing companies in 28 countries and regions outside Japan.

“Global reach is very important to us,” Atukorala declares. “Together with local support and the professionalism of IFS’s staff, these are the primary reasons why we chose IFS Applications.”

ERP flexibility helps a business become an agile business, a point that IFS user Nuwan da Silva, Junior Deputy Assistant Manager, is keen to illustrate.

“I enjoy using IFS Applications because it’s easy to handle,” he says. “And it’s user-friendly. It’s one of the key tools for us to deliver the best service to our customers.” These are points echoed by his colleague Ishani Kapukotuwa, an IFS user in the HR Department. “Life becomes easy working with IFS Applications,” she says. “80 percent of the admin work is done by IFS Applications!”

And, adds Atukorala, “We were able to really look at our costs and customer satisfaction and, very importantly, employee satisfaction. By working with IFS, we were able to reduce our costs and get the maximum efficiency from our employees and our data.”

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Looking ahead, Atukorala sees IFS Applications continuing to play a key role as Toyota Lanka continues to develop and grow. “We have a great plan for the future, which is called Mission 2020,” he says. “To support our dream, we have invested in an IFS Applications upgrade. We have built a great relationship with IFS. They’re a very good partner.”

BENEFITS

- Reduce costs and get maximum efficiency from employees and data
- ERP flexibility enables Toyota Lanka to fulfill its global reporting objectives as part of a global organization
- IFS’s global footprint with significant local support on the ground in Toyota Lanka’s market



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Manohara Atukorala, Chief Operating Officer, Toyota Lanka

