TOYOTA

INTRODUCTION TO TOYOTA LOYALTY AND ENGAGEMENT (TLE)

This course provided you with a brief overview of the Toyota Loyalty and Engagement (TLE) program. Attracting new guests to a dealership is costly, so it's important to engage with guests and keep them coming back. Guests who are engaged with dealership Service Departments are 15% more likely to repurchase a Toyota.

What's the rate of customer return at your dealership's Service Department?

TOYOTA'S LOYALTY AND ENGAGEMENT JOURNEY

Toyota's Loyalty and Engagement journey has evolved and TLE is at the heart of this evolution. At its simplest, TLE measures the percentage of active guests who live in your dealership's Prime Market Area, or PMA, who have done business with you in the past 12 months. It also tracks the vehicle by its Vehicle Identification Number (VIN). VINs are counted for seven years from their first date of use. Dealerships are responsible for retaining guests in their PMA.

How does your dealership retain guests in your PMA?

THE TLE METRIC

A dealership's TLE score is the percentage of active guests divided by the total number of active and inactive guests. For example, 5,000 active guests within 12 months, divided by a combined number of 10,000 active and inactive guests, equals a TLE percentage of 50%.

Using this formula, what is your dealership's TLE percentage score?

YOUR ROLE IN LOYALTY AND ENGAGEMENT

Tangible ways to increase Loyalty and Engagement include employees being experts on products and services, guests feeling like they're heard, respecting guests' time, explaining things clearly to guests and a sincere thank you.

Are there other ways you can think of to improve Loyalty and Engagement?