

Toyota SA Leads Way with Tactile Touch Screen Kiosks

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 touch screen and MediaTile cellular digital signage solution at all of its branches in South Africa.



Mauro Mercuri, Managing Director of Tactile Technologies, says the 3G touch screen and digital signage kiosks will be used as virtual product catalogues 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 says.

James Smith, Manager of Web Communications Systems at Toyota Motors SA, says 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, and he believes Toyota is the first motor manufacturer in SA to embark on such an initiative in their dealerships. "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 says. Smith says 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. "This project is part of our strategic market drive and Toyota was looking for an established distributor that could offer continued premium support in the years to come. Additionally, Elo TouchSystems has a good long-standing reputation in the market for its durable, reliable and high-performance equipment," he concludes.

For more info on what Tactile can do for you, visit our TouchTools solutions division on www.touchtools.co.za.