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1 Introduction

In this report, we will discuss the automobile retail organization currently researching quality process in the workplace and customer experience. This research focused on the understanding and emerging themes in customer experience and impact of emerging themes on policies and practices of the quality system enhance the customer relationship management with reference the global automobile industry, and we will here, examining the customer experience of following customer touchpoints and customer experience and brand experience. The importance of suitability to automobile brands. And we will. discuss all the points highlighted clear justified recommendations. We will here discuss about the two quality models' theories relation with automobile organization understanding quality concept we discuss all about the automobile industry customer experience. And the brand experience and we talked about the overall quality and quality management system. And here we will be demonstrating the knowledge and understanding of the concept of quality, and it's linked to measuring Improving customer relationship management is expected.

A 1 Customer touch points.

Toyota Customer touch points the organization must ensure customer touchpoints captures. Reporting timely manners, the database strategy must achieve relevant information and be sure they keep abreast of privacy regulation for all relevant markets. Customer Touchpoints works in a similar way they represent important integration that occurs along the customer journey. In this report we will explain what customer touch points are in the role they play on marketing and customer service teams. Then, we will wrap up the list of touchpoints, examples and proven techniques to use them at Toyota business. Customer touchpoints are interaction between business and customer that occurs during the customer journey. These moments significantly influence customer experience as well as brand perception. By outlining key touch points on a map, business can capitalize on timely opportunity to optimize their customer journey. Customer touchpoints are typically required on a customer journey map. They are put together in order to demonstrate what the typical customer experience is like with a business. This helps the marketing and customer service team identify touchpoints that caused friction so they can remove them and enhance the customer journey.

1 Social media.

Social media could be included in every section of this list but it's mostly used in customer acquisition. That's because social media is cost effective way of reaching a large portion of your target audience. This is the starting point before purchase.

2 Online advertising

Have you ever noticed banner ad display at the top or side area of a web page? Those are touchpoints that take prospects back to your website for some brand like best it is effective way to draw traffic to their sites.

3 Digital marketing.

Digital marketing refers to any material that your company publishes online to promote its brand.

4 Company events.

If you are on a marketing or sales team, then you may have attended a conference this year where you. Stood in a booth to promote your company. These events are an excellent way to introduce your brand to customers who may not be aware of it.

5 Peer referral.

It's no secret that customers trust their peer over your advertisement .83% of customers say that their friends and family are their most trusted source of referrals. This makes it imperative for business to focus on word-of-mouth marketing. If they want to be seen as trustworthy.

6 Touch points during a purchase conversation with the company representative. The most direct point of contact you have with the customer in your in-person interactions is that conversation that takes place in your store has an immediate impact on the customer purchase decision?

7 Product catalog, whether they are online or hardcopy catalog or excellent medium for showcase your product line. All the features of products with details.

8 E-commerce.

For many businesses e-commerce is the most effective way to acquire customers and close deals.

9 Product review. In today's digital age product review protective, are no longer a prepurchase touchpoint. No customer has smart devices that can call a product, reviews where they are shopping in your store.

10 Point of sale.

This is the last touch point your customers will reach before making a purchase. That's because this is the way your sales team makes their case for why the customer needs your product. For many businesses, monuments step in the customer journey.

11 Touch points after a purchase. Thank you letter one effective way to build customer. Report is by following up with a thank you letter. It's a great way to show the customer you care about and develop long-term relations with the customer.

12 Product feedback. Product feedback survey or sent after a purchase and they are evaluating the customer experience with your product to service. If the customer leaves a negative review, then company can reach out to learn more about the issues.

13 emails. Money doesn't go away after the purchase is made. In fact, some customers have additional needs once they have started to use your product. This presents an opportunity for you to up sale or cross sale customer on additional premium item in your store.

14 Billing is often an overlooked touchpoint on this list.

15 Touch points in customer service, customer support channels, customer support channels. Our platform that uses to communicate with customers. This includes chat emails from social media, peer reviews sites and more.

16 Customer success program have a variety of touchpoints found from within them. When a customer succeeds well, the department recognizes a potential problem, they reach the customer to notify them of the issue or after a solution that demonstrates the commitment to the customer goals.

17 Customer onboarding is a popular touchpoint for service teams because many customers abandoned products shortly after buying them.

18 Product warranty.

This touch point is very important as the starting point for the customer's safety. They give the product a 10-year, 100,000-mile service programs warranty.

19 Loyalty programs are another important touchpoint. That service team should be aware of. This program strength your relationship with the customer and turns them into lifelong.

20 Self-service resources.

It is a very important touch point when customers are in a hurry or only have a quick question for your support team. They don't want to spend 20 minutes waiting for instead, you can offer self-service so that features shooting step customer can take their own.

A 2 Customer experience and brand experience.

Customer experience can be viewed from two major perspectives, namely. One is a firm perspective and the second is a customer perspective. The co-creation perspective is a multinational construct customer the fund perspective. The firm is essentially responsible for designing and crafting experience for the customer to see. Or whatever the willingness of customer to see firms offering product service is essentially based on the video proposition that comes with the offering.

Customers experience the customer perspective creation perspective. In this perspective, because my experience is deemed too column, nation of a customer interaction with the other actors. In a broader ecosystem, while recognizing the customer role in the co-construction of the experience. Customer experience can be defined as the internal and subjective response customer have to any direct in direct contact with the company. Some customers had bad experiences with this past winter continuous news cycles surrounding accelerator pedals on Toyota vehicles were disturbing and even tragic on several levels, people had been affected by seemingly inexplicable car crashes, emotional tragedies that changed their lives. This was a loss of nearly \$30 billion beginning in the market value and the potential long-term damage to the reputation of leading global automakers fueled by the realize Who ran away? media over the last few months will you call learn that we are not close enough to the customer? There also was that ripple effect on people in a wide variety of industries.

A new technology principle at Toyota, a future successful global marketer, must develop excellent quality management systems and brands that impress the user continuously. Provide excellent quality products in a timely manner through corporate management. The auto

progress new JIT, a new management technology principal formatting in the 21st century. Contains hardware and software system as next generation technology principle for transferring management technology into the management strategy. As one of the seven strategic emerging industry new emerging vehicles, industry has great significance in China. Economic good and environmental protection in this paper Toyota example in innovative model brands of new emerging vehicles are analyzed and compares complementary source of global relevant enterprises. And customer care management consultant companies how to leverage the incredible power of customer service to become profitable word of mouth machines that experience long term loyalty and success.

(b) CRM police in automobile company and how it impacts customers.

Customer relationship management is there any information system that tracks customer instruction with the firms and allows employees to? Instantly pull up information about the customer, such as past sales service, requires outstanding records and unresolved problem calls. CRM is a concept which is widely used for managing organization integration with its customer and it' sales prospective customer relationship management is gaining a lot of importance in the present business world, especially in the field of automobile industry. Here we evaluate how customer relation management helps in improving the business of automobile, especially focusing in that area, quality, brand building, customer loyalty and after sales service, the methodology get information and data through online research and grown survey of automobile dealers in and round, analyzing those that are using statistical analysis, there's reaching a suitable conclusion. The growing importance of customer centric approach is evident. From the fact that the organizations started working towards the customer choice and preference, the organization need to interact more often with the customer to understand their needs and preference, which is possible only when they barriers of customer tractions are enhanced. And the customer relationship management is. CRM Very important in organization that impact the customers, if they are good with the customers, the customers give good business and CRM will target the more customers and then that will help the company to get more business and solves problem of the customers and it is very important nowadays this is the best management system.

3 1 sustainable customer services as it is generally defined today by the scientific community, Is a service that fulfils consumer needs and that can be perpetuated for long periods of time without negative influence the customer natural and social environments.

2 Sustainability policy in automobile industry

The contribution made to the special issue on the automobile industry and sustainability. Taking a life cycle phase of design, perspective, the contribution is allocated into the automobile life cycle phases of design, manufacturing (and supply chain management), use and disposal or end of life vehicle, management. The contribution is also set into the broader context of research into the global automotive industry and economic, social and environmental pressure confronting the industry. In doing so this introductory paper provides a brief assessment of the ways in which the paper in the special issue has furthered our understanding of the difficulty in achieving a sustainability automobile industry. This is sustainability policy impact on the customer. Toyota needs to follow a good sustainability policy in manufacturing and customer service to satisfy their customers.

4 a what quality is and what its components.

Quality refers to the extent to which process product services and relationships are free from defects, constraints and items which do not add value for the customer. Quality can be defined as a no defect. Most customer-centered business go extra miles in creating customer value and satisfaction. Customer relationship management has very important role in all kinds of business because of good quality system and service business achieve high level of their targets and today's competition at a global level in all suppliers of activity companies worldwide to make sustained effort in order to improve their products, services process the automobile industry has always provided valuable example of companies that achieve business excellence by putting quality at the core of their production system such as a Toyota Motor Corporation. It has continuously designed, implemented and developed the Toyota system that inflator emergency off the business excellence model. This paper highlights the relationship between the concept of total quality management and business excellence and analyze the practicality to them at Toyota Motor Corporation, a leader of automobiles industry the information obtained, both the direct personal observations, method and form multiple sources of data as well and customer dictation. CRM has a very important role in the total quality in the Toyota. Toyota Motor Corporation led to total quality management and business excellence recent year, many businesses have recognized that they are strong competitive advantage in developing cooperative partnership with suppliers and important challenge for many companies is

identified. The factors to enable them to move from relationship characterized by strong buyer power and bargaining position. The purpose of this is a good side effect that may influence the one with of cooperative buyer's supplier customer relationship management is played very important role. Toyota has long been recognized as a leader in lean manufacturing and production quality through a dedicated practice of continued process improvement and waste elimination techniques. Hallmarked within their Toyota production system and the Toyota way principal Toyota long list of success and quality achievement has inspired. Toyota production system and. And their process model in hopes of achieving the reward that lean production. Toyota production system is based on lean principle, including a focus on the customer, continued improvement and quality. To waste production and tightly integrated up stream and don't stream process as part of bullying value chain. Most perfect thing companies have adopted some type of lean. Initiative and the lean movement recently have gone behind the shop floor to white collar office and his anyone spreading service industry.

4 b Two quality model theories .

B Juran's quality theories in here automobile industry Toyota Motor corporation will be very helpful to implement to achieve the quality level .

1 Quality planning, quality control and quality improvement. Quality planning purpose is to provide operators with the ability to produce goods and services that can meet customer needs then in the quality planning stage; organization must determine who the customer or and what they need. Develop the product or service feature that meets customer needs, processes which are able to deliver those products and services and transfer the plans to operating force. If the quality planning is deficient, then churning waste occurs.

2 Quality control quality control is used to prevent things from getting worse. Quality control is the inspection part of the quality trilogy where operators compare actual performance with plants and it's all the difference.

3 Quality improvement is very important chronic waste should be considered an opportunity for quality improvement. The third element of the trilogy quality improvement encompasses improvement of fitness for use and error reduction seeks as new level of performance that is superior to any previous level and is attained by applying breakthrough thinking. Well, uh front. Quality planning is what an organization should be doing. It is normal for an organization to focus their quality planning first. Quality efforts and quality control. In this aspect of quality

improvements is ended to check all aspects of quality improvement. I recommend Toyota automobile industry follow the Juran's quality model.

2 Crosby 's argues that business should focus on attention to customer requirements and prevention of product defects. Crosby defined cost of quality and non-quality as follows. Quality is conformance to requirements; while non quality is nonconformance. Crosby posits that its costs money to achieve quality, but it costs more money when equality is not achieved. When an organization designs and builds an item right the first time (provide the service without errors) qualities is free? It does not cost anything above what would have already been spent when must rework or scrap or an item because of poor quality, it costs more.

Crosby's absolute of quality management as follows, 1 quality means conference to requirements, not goodness. 2 System for causing quality is prevention, not appraisal. 3 The performance Standard must be 0 defects, not that's close enough. 4 The measurement of quality is the price of the nonconformance not indexed. In adopting the appropriate quality model theory business added the following elements of strategic to analysis of internal strength and weakness and external threats and opportunity. Why an organization exists and need to be monitored and feedback element that was helpful and. Toyota need to be checked critical successful factors, then these are helpful automobile industry to improve their business and. Customer relationship management use this tool to get information about their customer needs and improve their product and services provided excellent service to customer and increase the profit of the organization.

5 Conclusions in this report we discuss about the. Introduction and we also investigate t of automobile company, and we here in report discuss about the customer touchpoints in automobile industry and we will discuss all the customer experience and brand experience in automobile industry, and we discuss both the customer relationship management policy in automobile industry, and we here investigate the sustainability in customer relationship management and understand what the sustainability in customer service and components is. And we also discuss Quality and quality models theories. And we here discuss more what is quality and its components and analyze the two quality models theories. Which are very helpful for Toyota motor corporations, we discuss over the customer experience.

6 Recommendations .Toyota Motor Corporation to follow these customer relationship management. Policies in automobile industry and follow the customer touchpoints and. Customer touchpoints and customer experience and band experience and. And use the system

ability in customer services and. Auto components in automobile industry and Toyota. Need to follow the. Two models which I discuss here in the world. Juran's quality model and Crosby's cost of quality model . Technicians over Europe. Competence of the technicians is one thing, but also to make sure that whenever they are out on the job, they have the right information available at the right time and he streams enabled us to do the right planning and with connectivity, which comes more and more into the right point in time. To service in the weight that the customers operation is not disturbed. If we can guarantee a nondisruptive logistic operation with our customers, it will of course benefit their customers as well. And with the service like these create problems that may arise will be detected as solved so that our trucks are always running. But we have very efficient operation. Our technicians can plan before they actually go out to the customers and make sure they bring the right spare part. That in turn will give the positive effect on first dates rates. And then of course, we need to secure that we have a solid supply chain over Europe. We will continue our customers for feedback. We're asking them after every service job in the row and yes, go, let's just know what our customers think to our service. So hopefully if you get one that's not quite up there, you can work harder to to make that experience better for that customer. And that feedback is. The basis for continuous improvement, so currently supported by taste cream and our training program, we have the first fix rate of 96% in Europe. Service bills develop further into what we call predictive service, so you can based on experiences, drive your service according to what is needed for the customer.

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