

## The challenge

Toyota was launching a new model, the C-HR, and wanted to get its centre sales teams fully on board, so they would be fired up about the new c-crossover vehicle and pass that enthusiasm on to customers.

The manufacturer wanted a product launch for the retail network but also to back that up with ongoing learning and development, which would not only educate the retail teams, but engage them and keep the momentum going through the arrival of the vehicle into the showrooms and beyond.

## Solution

RTS Group worked with Toyota to produce a three-staged learning and development programme, harnessing the power of digital media.

The first stage was to create an app for both Android and Apple – called Explore C-HR – to drip-feed information about the vehicle, create a buzz about its exciting spec and modelling and get sales teams, in particular, on board. As well as getting information, they could use the app as a social platform, creating their own profiles and sharing successes. Regular posts about pre-sales, centre launches, and C-HR events were being shared.

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The app was a precursor to stage two of the L&D programme: a five day event, called C-HR In Motion, staged in Silverstone's iconic Wing building. Hundreds of centre principals, sales managers and sales executives from Toyota's UK centres were able to test drive the C-HR, learn more about its features, and drive and compare its competitors. There was also a session dedicated to the C-HR hybrid.

Stage three of the process was follow-up in-centre sessions, focusing on the C-HR's most likely customer base and how to convert conquest customers, who may not have considered a c-crossover or a Toyota before.

Throughout the process, the Explore C-HR app continued to operate, to keep the centre teams' enthusiasm going in the run-up to the arrival of the model in the centres, beyond.

## Results

The app quickly exceeded expectations, with nearly 2,500 personnel from the retail network downloading it in the first month after it was released.

Paul Van der Burgh, President and Managing Director of Toyota (GB), said: “The Explore C-HR app is the first stage of our extended learning programme, which will include the C-HR In Motion live event and dedicated in-centre training course. As we progress through the pre-sales and launch phases the app will continue to evolve, becoming a one-stop shop for everything our centre teams need to know about this fantastic new car.”

