

# TUGA CR Newsletter

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QUARTER 1/2010

## SPECIAL POINTS OF INTEREST:

- Yamaha 3'S Opens
- TUGA CSR in Gulu
- Q1-2010 CSI Champions
- TUGA CR Strategy ???

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## Yamaha 3S Opens - June 2010!

Toyota Uganda successfully accomplished what was earlier referred to as the Bond project when it saw the opening of the Yamaha Division to the public located in Naguru on the 1st June 2010.

This meant moving the Yamaha Team, their workshop and Parts sales from the Head-office premises to the new location making it a stand alone 3'S. Initially it was seen as a challenge as the team felt that they were being disengaged from the bigger family. Interestingly that feeling only lasted a week and the story had changed to a more positive one at the time the CR Team paid them a visit to ascertain how they were doing and what their customer felt about their new home.

Speaking to the Sales team, they felt it was an exciting experience as separating the franchise had given them an independent status



Yamaha Division located on Plot 4-6 Naguru Road

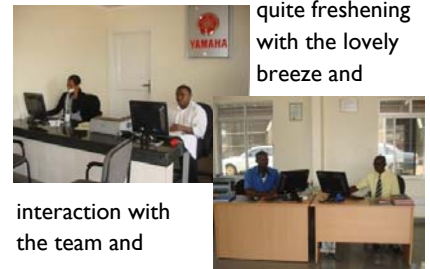
thus an opportunity to focus and identify better with their customers. The customers are as excited and feel more valued as there is exclusive attention for them. The change of location initially was inconvenient to them but now have adjusted accordingly. Imagine customers living one of the value behaviours "Adaptability to Change", interesting!!!

Time spent listening to the Workshop team's feedback was quite fulfilling. This is what they had to

say," Our workshop is spacious, there's less congestion and our customers interface with us freely. We are happy and excited about our new work environment as it motivates us. We will aim to ensure excellent customer service delivery".

The logistics team on the other hand are quite excited too seeing more family members on board as they adapt to all the changes aimed to improve their area of operation.

Time spent at the Yamaha Division is quite freshening with the lovely breeze and



interaction with the team and

Yamaha Division After sales Department & Logistics Centre

their customers. **Congratulations Yamaha Team!**

## Pictorial View Of the Yamaha Division!



# TUGA Joins the Fight Against Malaria!



**“Joweriah supported by the TUGA Team during the Handover”**

*David Rubani bounces back as new blood  
Joseph makes a performance statement!  
JB good to see you back!*

**“A moment with the KiBO staff during the signing of the Canvas of Fame”**

Living one of our key values of being true to our society gets exciting by the day.

Quarter 1 saw the distribution of 4,000 mosquito nets worth Ugx.108M to the northern region of Uganda where we operate 2S facilities.

2,000 nets were distributed to Arua District through Wellshare International a well known NGO in the region. The beneficiaries identified were pregnant mothers attending antenatal clinics. This was well appreciated and seen

as a motivator to all expectant mothers to live a good life.

The LC 5 Vice Chairperson appreciated Toyota Uganda for the great initiative more so being a very new business entity in the region.

Joweriah on the other hand was appreciative of the hospitality and welcome that was accorded to TUGA when it decided to make another home in the region and promised the guests to see more of our involvement in the community if they too promoted

and enjoyed our products and services.

The other 2,000 mosquito nets were handed over to the District Health Officer of Gulu Local Government and the target beneficiary were children receiving their last dose of the measles vaccine. The DHO mentioned that this would encourage the parents to have their children undergo the whole immunization treatment. They applauded TUGA for the great job done and promised to support the Branch.

## Individual CS/CR Champions - Q1-2010



**David - Unit Sales**



**Joseph - Parts**



**J.B Aliga- Service**

## CSR with KiBO Foundation!

TUGA had an opportunity to partner up with KiBO Foundation when it sponsored a Toyota Team to participate in a fundraising golf tournament aimed at raising monies to support their program that provides scholarship and subsidiary opportunities for deserving youth accepted into the KiBB's highly successful, practical skills oriented, Information Communication Technology (ICT) and Leadership program.

The TUGA Team championed by our own Peter Matiru and Bobby Taylor made us proud with other two corporate

friends.

Over fifteen corporates participated in this event and a Canvas of Fame was signed in appreciation of their contribution towards the KiBO's initiative.

TUGA looks to further support the entity in its activities in the community as well as engage the TUGA management team to conduct inspirational and motivational talks. Other activities TUGA would support would be internship/employment opportunities for the KiBO students as we share core principles and values that run our operations.



# TUGA's Kaizen to Enforce the Customer 1st Drive!



**“Customer 1st enforced on the technicians overalls and supervisors’ overcoats”**

Keeping our drive to promoting the Customer 1st Philosophy is one activity we aim to uphold at TUGA.

Utilizing every possible avenue is what we advocate for and this time round, branding our technician’s overalls and the supervisors overcoats was seen as a suitable avenue to keep the message in the service team’s face as a way of promoting the Service Team’s mission; **” To Excel in Quality Service through a Passionate Team”**, Continuously improving, Delighting our Customer,

Thanks to Maria that made this initiative a live one and we look to work together as a team to delight our customer through our valued TUGA team. We will also aim to live our values that will be re-launched in Q2-2010. Looking forward to that as well!

Its amazing the number of adverts every minute that pass by at the backs of our colleagues. Our desire is to embrace the philosophy as we work towards establishing a strong customer centric culture.

**“TUGA KYUUSA is the way to go after giving automate a Red Card”.**

## TUGA SAP KYUUSA Preparation in High Gear!

Preparations to go SAP KYUUSA were in high gear towards the end of our 1st quarter 2010.

A number of activities fell in place to include SAP training, Organizational Change Management sessions, choosing a name for our project, election of super-users to mention but a few.

The climax was a poster giving Automate a RED Card.

Now that was interesting even to our customers as we advised that come August 2010, we shall be moving to a more effective and efficient Data Management System called SAP DBM.

Walking the journey was quite encouraging as the IT Team led the way to ensure all was in place in terms of equipment, navigation packs and support to the team as they got familiar with the new system.

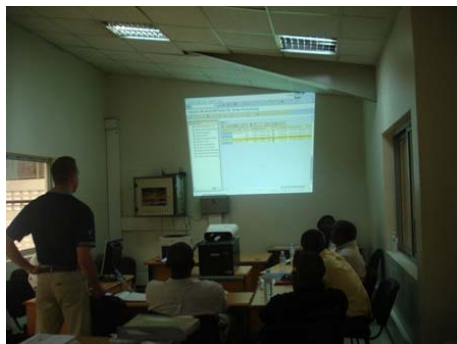
Thanks to the TTAF IT Team for the numerous times they flew in to train, guide and support the team in preparation for the same as seen below.

It was quite an exciting challenge as these sessions had to be conducted while all business operations continued normally. **Bravo Team!**

It took hard work and thanks to our super users for the job well-done in supporting their team mates into the journey of change.

We look forward to a great transition Report.

## Moments during the SAP Training Sessions!





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**For you, with you**

### Catch Phrases on Team Work!

"Coming Together, Sharing Together, Working Together, Succeeding Together "

"TEAM = Together Everyone Achieves More"

"A Successful Team Beats With One Heart"

" Coming Together is a beginning, Keeping Together is Progress & Working Together is Success"

Team Work Divides the Task & Doubles the Success"

"None of Us is AS Smart as All of Us"

## Tell Me about the CR Strategy 2010 - 2012!

TUGA was privileged to win the CR Strategy 2010 - 2012 development award following another success where we won the HR Strategy Award 2009.

This was only possible given input and support it was given from the grass root level to the senior management team and we can only say this award was not to just for CR but to the entire TUGA Family.

### **What is the CR Strategy 2010 - 2012 about and what will it benefit us!**

Looking at the challenging times the Toyota family world wide has experienced over the past one year that trickled down to our local market with the economic down times and the re-call on some of our models, loosing our market share due to increased competition and other business ethical issues posed a big threat to the business.

The CR Strategy was then tailored to help TUGA look at these challenges as a great opportunity to improve TUGA's business



through re-establishing our Kaizen culture where each challenge would be seen as a source to finding lasting solutions that would then delight our customer through an improved service delivery.

The resultant effect would be retaining our customer for they will be able to see us do what we say we can do well again and again and be able to bring friends.

In bringing friends, the business will be acquiring new customers while retaining the existing ones that way keeping our customer for life who

would celebrate our joys and be able to support us when we have challenges minus going to competition..

Becoming the preferred service provider in the automotive industry in Uganda should be our dream as we successfully implement our strategic projects across the business.

Benefits there-to will include;

- Increased profitability for the 3S businesses through customer retention & acquisition
- Business sustainability through Customer Loyalty
- Increased share holder value
- Salary increments, enkuukas (parties) month on month, job security, improved welfare
- Increased footprint in the nation thus expansion of our business
- Lovely work environment through an established Kaizen & Hansei culture, name it.

For us to arrive at our desired goal of being No.1 give your best in the implementation journey.