

Initiatives to Enhance TMHG's Value Chain Aimed at Global Expansion

Under the Toyota Material Handling Group (TMHG) management structure, Toyota Industries engages in the Materials Handling Equipment Business on a global scale, with a focus on lift trucks. We provide not only high-quality products to customers but also the full spectrum of after-sales services to ensure our products are continuously used in good condition. By building long-lasting relationships of trust, we aim to bring value to customers.



Services an Important Element of Value Chain

A value chain comprises one of the "muscular" strategies devised under the Vision 2020. Our goal is to ensure customer satisfaction in every stage of our operations from development and production to sales and after-sales services.

Here, we highlight initiatives undertaken to further upgrade our services in the Materials Handling Equipment Business.

Industrial goods, such as materials handling equipment, must offer excellent performance, and just as importantly, quality services. If a lift truck fails to operate, for example, it would cause a significant loss in business activities of a customer. For this reason, it is extremely important to precisely identify how our lift trucks are used and in what working environment, as well as to offer tailored maintenance and inspection services for safe operation after delivery. These services ensure that our products are used for a long period of time in good condition and help customers achieve greater logistics efficiency.



Providing Higher Quality Services to Customers

TMHG engages in the Materials Handling Equipment Business worldwide and strives to offer high-quality services in every region where it delivers products.

These services are supported by teams of highly skilled service technicians with a wealth of expertise and experience.

The TMHG Training Center in Handa, Aichi Prefecture, devises and carries out service technician training programs in respective regions to raise the level of the service technicians of distributors and dealers in and outside Japan.

Disseminating Service Technician Training Programs from the TMHG Training Center to the World

General Manager Hidehiko Matsushima talks about his commitment to developing excellent service technicians



Hidehiko Matsushima | General Manager, TMHG Training Center

Trusted Relationships with Customers Are Our Lifeblood

In the industrial goods business, we usually maintain long-term relationships with our customers, which continue after the delivery of products. Therefore, it is imperative that we build relationships of trust with customers and become a reliable partner.

Building relationships of trust involves providing safety and reassurance and continuing to offer solutions suited to their needs and concerns from a customer perspective. By providing industrial goods, we have a major responsibility to customers. Once we win their trust, however, we can build a long-lasting relationship with them.

I believe that the most important, basic aspect of after-sales services for industrial goods is to carry out precise inspection and maintenance of equipment and explain our activities to customers until they feel assured. Such basic activities must be backed by a Customer First spirit and proper service skills and knowledge. The TMHG Training Center places particular emphasis on these points when providing training to service technicians.

We will continue to communicate closely with our distributors and dealers and provide valuable information that will help them improve their service skills.



Support Services Essential in Lift Truck Operation

Because lift trucks are industrial goods, it is extremely important that we have in place a well-built support structure to ensure our products can be used with a sense of reassurance. It is commonplace throughout the world that you would lose customers if your services are not satisfactory even if you provide excellent products. Preventive maintenance is important in avoiding machine failures that will adversely affect the business activities of customers. If a failure does occur, it is necessary to respond immediately.

In the materials handling equipment industry, sales of low-priced lift trucks are growing in emerging countries. In many cases, however, products do not come with adequate after-sales services.

Toyota Industries, however, places a strong focus on providing routine maintenance and repair services in both developed and emerging countries to enable us to support customers' efficient business activities.

Key Service Personnel to Share Training with Local Staff

The TMHG Training Center accepts service instructors of distributors and dealers across the world. In a small group training class, participants learn about TMHG's ideas on quality and services as well as obtain a high level of knowledge and skills through lectures and practical training sessions using actual equipment.

After returning home, they share the knowledge and skills they have gained in Japan with local staff, thereby improving the level of service of distributors and dealers in every country.



Offering Services Attuned to the Distinctive Needs of Each Country

In March 2012, more than 50 service instructors from Asia, Latin America, Oceania, the Middle East and Africa came to Japan to receive maintenance training on our newly introduced global model at the TMHG Training Center.

VOICE 1



Amit Rawat [India]

Service Manager,
Toyota Material Handling India Pvt. Ltd.
(TMH India*1)

I am in charge of providing training to about 30 service technicians at TMH India.

During training held in Japan, I learned about the technical aspects of materials handling equipment, the concepts of *genchi genbutsu* (go and see for yourself) and mutual trust, and how to provide effective training. Capitalizing on this experience, I will pass along the techniques and philosophy I have learned to technicians.

Customers in India are very sensitive to the quality of service. If they are not satisfied, they will switch to another manufacturer. Providing quality service is very important.

I would like to upgrade the level of service of our staff in India and work to deliver greater satisfaction to customers through our services.

*1: Materials handling equipment sales subsidiary in India

VOICE 2



Mun Wei Kin [Malaysia]

Service Executive, Technical Support,
UMW Industries Sdn. Bhd.*2

I've been working for UMW Industries for 23 years. I provide training and technical assistance to about 20 service technicians and 70 mechanical engineers. Since many of our service technicians and mechanical engineers have many years of experience and we offer detailed training programs under a well-defined training structure, we have successfully cultivated strong relationships of trust with customers.

Currently, we are emphasizing training on electric lift trucks, for which demand has been growing in Malaysia. The same as the TMHG Training Center, we will make efficient use of both actual equipment and simulators to provide easy-to-understand technical education.

*2: Materials handling equipment distributor for Malaysia, Vietnam and Singapore

Striving to Offer Assistance in Various Logistics-Related Domains

TMHG dedicates considerable efforts toward enhancing the quality of its services in every aspect of materials handling operations, including maintenance, repair, rental and leasing services as well as consulting to improve logistics.

We will assist customers in raising their logistics efficiency by appropriately responding to a wide range of logistics-related needs.