

## CUSTOMER STORY

# Improving customer satisfaction at City Toyota.

## A more flexible option for busy customers.

We've all been there: The inconvenience of a car repair, a slow shuttle system, and a lot of time in the dealership's waiting room. City Toyota in Daly City, California strives to provide a better experience for everyone who visits the dealership. Offering a flexible way for customers to get around when their cars are in the shop is just one of the many ways City Toyota keeps customers coming back.

By partnering with Lyft to replace an inflexible shuttle system (and the complaints and liability that come with it), City Toyota increased customer satisfaction to 95%, improved service center efficiency, and grew the number of new customers visiting the dealership.

Arliegh Amante, Senior Director of Service Operations at City Toyota, uses Lyft Concierge to request rides for customers when they're ready to go, or scheduled up to a week in advance. From their Lyft Business Portal, they can view important ride details, like time, cost, and destination, so they can accurately forecast their ride budget.

"We had a client whose car was recalled," says Amante, "but she was ...unable to drive it to the service center. So we [sent] one of our service porters out to pick it up [in a Lyft ride], and when it was done, he took the car back, and Lyft brought him back. It's nice to be able to help someone out like that."



🏠 **Company :**  
City Toyota

🏢 **Industry :**  
Automotive

😊 **Objective :**

- Improve customer experience
- Increase service center efficiency
- Increase service center efficiency

🚗 **Solution :**

Through Lyft Concierge, City Toyota provides courtesy rides to their customers as their cars are serviced.

★ **Impact :**

- 95% customer satisfaction
- Freed employees to focus on high-value tasks instead of giving rides
- Replaced shuttle

## Better rides, happier customers.

City Toyota used to operate a fleet of shuttles that served the area surrounding the dealership. Between fuel, insurance, parking, and shuttle operator payment, maintaining the fleet was costly, and caused long wait times for passengers. Now, City Toyota covers customers' rides at a much lower cost, and passengers never wait more than a few minutes for a ride.






## A single dashboard.

With Concierge, City Toyota can request or schedule multiple rides at the same time, all from a single, easy to use portal. By empowering agents at the dealership to handle customers' rides, City Toyota can track and manage ride spend to stay on top of their budget.

## Efficiency through innovation.

Today, City Toyota employees focus more on the customer and their car, not their ride to and from the dealership. "I have more staff in place," says Arliegh Amante. "The driveway is clear, and the line is moving more quickly." City Toyota now serves more customers than ever, thanks to convenient courtesy rides.

## Comparing ride options at City Toyota.

	PROPRIETARY SHUTTLES	LYFT
 Wait times	Up to 30 minutes	2-5 minutes
 Ride experience	Interrupted by multiple stops to pick up and drop off other passengers	Door to door service, direct to customers' destination
 Customer complaints	6-8 shuttle complaints received daily	Zero Lyft-related complaints
 Customer satisfaction	80% customer satisfaction rate	95% customer satisfaction rate
 Total travel time	Up to two hours	5-30 minutes



"Lyft Concierge is a huge convenience for our customers. With the shuttle, they had to wait while the driver collected enough passengers to make a trip, and then sit through multiple stops. The whole process could take up to two hours. Now they're picked up in two to five minutes."

Amy Friedman, Chief Experience Officer