

Toyota and Lexus Surpass 5 Million Connected Customer Calls

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Five million phone calls is a lot, right?

While taking 5 million calls seems like a lot of time, sharing information and back-and-forth communication, it's done with a single purpose – to help Toyota and Lexus customers.

Recently, Toyota Connected North America (TCNA) celebrated its milestone 5 millionth call with customers since the company began bringing call services under the Toyota umbrella.

Through this integration that launched in 2019, TCNA has led management of Toyota and Lexus Safety Connect and Destination Assist services, and TCNA and its agents have been helping with everyday tasks like Destination Assist and extraordinary circumstances with Stolen Vehicle Locator or with Automatic Collision Notifications for accident support (Safety Connect is 4G network dependent. Destination Assist requires an active Drive Connect trial or subscription and is 4G network dependent).

“Helping Toyota and Lexus drivers more than 5 million times is a big deal,” said Kevin O’Dell, director, Drivelink telematics services platform, TCNA. “Our aim is to be there when our drivers and passengers need us, serving as a companion on their journeys.”

When Toyota Motor North America (TMNA) launched its own telematics services platform just a half-decade ago, it did so with the support of software and cloud services company TCNA. Goals included improving uptime, increasing functionality and reducing costs. With the migration to the Toyota-operated service, platform uptime improved to 99.9%.

Also, due to the synergies created by the services managed by TMNA and TCNA, Toyota was able to proliferate its up-to 10-year trial subscription for Safety Connect services to customers for vehicles operating with the latest Toyota Audio Multimedia and Lexus Interface infotainment technologies (Safety Connect is 4G network dependent).

Nearly half of all calls are for Destination Assist, a navigation assistant, which requires an active Drive Connect trial or subscription. And, with an active Safety Connect trial or subscription, should a customer need the Automatic Collision Notification service, calls can be routed through emergency services no matter where the customer may be. Automatic Collision Notification uses a combination of sensor data in conjunction with location services via the vehicle’s connected data control module.

“So many Toyota and Lexus customers have taken advantage of services that are literally right at their fingertips,” said O’Dell. “Features like Destination Assist and Enhanced Roadside Assistance are especially beneficial for meeting customers of all ages and technical backgrounds where they’re at because when we say our goal is to provide mobility for all, we mean everyone.”

“We’re grateful so many customers have put their trust in us,” O’Dell added. “You expect your Toyota or Lexus vehicle to get you where you need to be. We uphold our telematics services to the same high standard.”

* Toyota Connected Services and Lexus Interface Services depend on certain factors outside of Toyota’s and Lexus’ control in order to operate, including 4G network availability, a cellular connection and GPS signal. Without any one or more of these things, operability may be limited or precluded, including access to response center and emergency support. Services vary by vehicle and are subject to change at any time without notice. Services require account registration through Toyota or Lexus App and acceptance of Connected Services Terms of Use at Toyota – Connected Services Terms of Use or Lexus – Connected Services Terms of Use and Master Data Consent. Data charges may apply. For Toyota Connected Services’ and Lexus Interface Services’ vehicle-generated data collection, use, sharing, and retention practices and agreements, see <https://www.toyota.com/privacyvts> and <https://www.lexus.com/privacyvts>.

* Trial period begins on original purchase or lease date of new vehicle Services may vary and are subject to change without notice. Requires app download/registration, acceptance of Terms of Use and subscription after trial (if applicable). Data charges may apply.

* A Safety Connect trial is included for up to 10 years on select vehicles with paid Connected Services packages. See your Toyota or Lexus dealer for details. 4G network dependent.)