

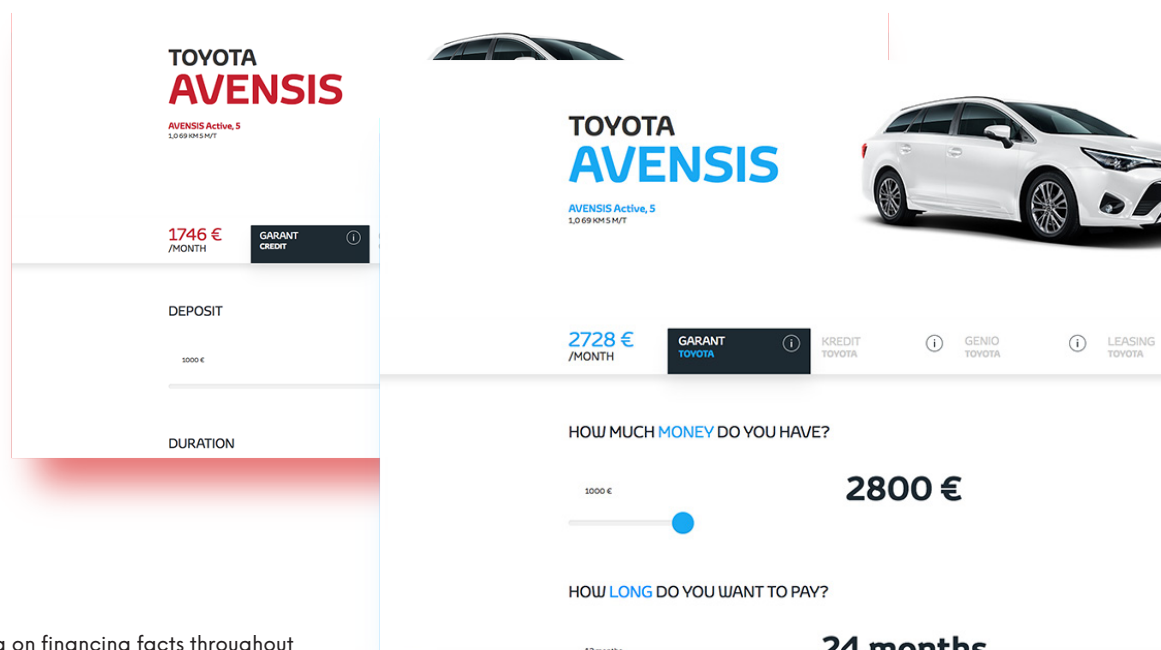


Toyota Financial Simulators

Interested in buying Toyota or Lexus? Now you can easily check financing options using top-notch online financial simulation solution.

Goal

Toyota knew how strongly talking on financing facts throughout the customer journey influences a car purchase decision. And – committing the Europe Africa Region project to MakoLab – decided to develop the existing online financing simulation tool in the areas of high-class user experience and highly efficient data management.





Solution

Intuitive UX and brand new graphic design makes Toyota and Lexus online financial simulators extremely user-friendly tools. By setting only a few parameters – such as tenure or customer deposit – a user is immediately returned a reliable financing simulation, based on real-time and offer-specific data. The operation is supported by highly-efficient data flow infrastructure and advanced Back Office Application, allowing Toyota for the global-to-local management of such areas as financial data or brand identity.

A few months after the project launch, enhanced financial simulators enriched Toyota and Lexus websites in Sweden, Spain or France and further implementations are planned. The tool itself has also been appreciated for its functionality and usability and is planned to be developed within marketing and back-office areas – to become the multidimensional business tool.

Need more information? Contact us!

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