



# Dealer Digital Solutions Personal Digital Assistants

The Toyota Dealer Digital Solutions (TDDS) Program offers Dealers & Regions access to a dedicated team of **Personal Digital Assistants (PDAs)** and **Digital Operations Consultants (DOCs)**.

## What is a Personal Digital Assistant (PDA)?

Personal Digital Assistants are dealers' "one-stop-shop" for all things related to the TDDS Program. PDAs are the liaison between their dealer's website and tool providers, whilst providing day-to-day website, marketing, and reporting support.

## How can the Dealer use their PDAs?

PDAs can be used as a resource to **assist in the regular reporting, maintenance and optimization of dealer's websites**. As a dealer resource, PDAs can:

- Collaborate with your DOC to assist in web consultations and make updates or revisions to dealer's sites as needed.
- Assist in the integration and set-up of TDDS Certified or 3<sup>rd</sup> party tools and services (i.e. digital retailing, chat, trade, CRM, Toyota Social Publishing, Moz).

Below is a complete list of their dealer services:



### Website

- ✓ General Dealership Website Maintenance & Updates
- ✓ Create & Publish Custom Content
- ✓ Website Audits & Digital Health Checks
- ✓ DDE Website Optimization
- ✓ Inventory Support & Troubleshooting

### Marketing

- ✓ Support of National & Tier III Publishing on Website (display banners)
- ✓ Moz Local Listing Enrollment
- ✓ ELMS/LeadView Routing & CRM Configuration
- ✓ TDDS Certified 3<sup>rd</sup> Party Tool Integration & Setup

### Reporting & Tools

- ✓ Provider Tool Consulting (Digital Retailing, Chat, Trade, Service Scheduler, etc.)
- ✓ Insight Metrics & Reporting
- ✓ Compliance Best Practices & Support
- ✓ TDDS Billing Inquiries & Support





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# Digital Operations Consultants

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## What is a Digital Operations Consultant (DOC) ?

A Digital Operations Consultant is your in-house, dedicated subject matter expert who can provide a variety of services related to the dealers’ **digital sales, marketing, and service operations**. DOCs work cohesively with your Ecommerce Field Management teams, integrating their expertise with your Regions’ objectives.

## How can the Region use their DOC?

**DOCs can be utilized to help streamline and offer co-support for digital objectives.** Below are just some recommendations to utilize your DOC:

- Assign your DOC districts or focus dealers for specialized, digital support.
- Work collaboratively with field teams on joint or individual dealer contacts.
- Task your DOC with special projects, initiatives, or reporting (DDE, Insight, ELMS/LeadView, Mystery Shop, newsletters, presentations, etc.).

Below is a complete list of their services:



Operations	Marketing	Reporting & Tools
✓ Business Model Optimization	✓ SEO/SEM Assessment	✓ Analytics Platform Consulting (Dealer Digital Evaluation (DDE), Insight, ELMS/LeadView, Mystery Shop)
✓ Digital Sales Process	✓ Digital Asset & Content Optimization	
✓ Lead Handling	✓ Third Party Lead Provider Assessment	✓ Provider Tool Consulting (Digital Retailing, Chat, Trade, Service Scheduler, etc.)
✓ CRM Process Implementation	✓ Parts & Service Digital Marketing Consulting	✓ Video Creation, Distribution, & Hosting
✓ Staff-Facing Training		