Seus ritmos seus resultados

01 — Become Customer Centric

Customer Knowledge
- ☺ Complete Customer 360 View - Phase 2
- ☺ Use Pre-Analysis as a lever of increasing sales and satisfaction

Customer Experience
- ☑ Full Online Acceptance
- ☺ Social Media Opening(no TI)
- ☺ Full Online Acceptance e-Sign
- ☺ Sales Force Marketing Cloud implementation
- ☺ Full Online Acceptance CNH-e
- ☺ Full Online Acceptance GETDOC
- ☺ Full Online Acceptance NF-e
- ☑ OCR - App Novar Phase 2
- ☺ Loyalty Program - Reward
- ◑ Modernize the Credit Desk Working Tool
- ☑ Use Pre-analysis as a lever of increasing sales and satisfaction -
- ☺ Valued Sale
- ☺ Fast Track
- ✋ K Commerce

Customer Satisfaction
- ☺ Improve Customer Satisfaction Through Survey

05 — Engage and Competent team
- ☺ GPTW
- ☺ Project Management (PMI,SCRUM...)
- ☺ Talent Management (kenoby)
- ☺ VOE
- ☺ Workday

02 — Optimize Core Business Model

Marketing
- ☺ Customer RBP
- ☺ VDT/Profitability by Model

Commercial Methods
- ☺ Competency of our Sales Team
- ☺ Dealer Portal
- ☺ Dedicated Dealer Agreements
- ☺ Ensure success of PCP Strategy Renault
- ☺ Ensure success of PCP Strategy Nissan
- ☺ F&I Focus Group
- ☺ F&I System integration/Competitiveness Benckmark
- ☺ Improve booking rate
- ☺ Integration of Training Nissan/RCI
- ☑ PCD cash conversion
- ☺ Sales Campaign Optimisation/Planning
- ☺ Ensure success of PCP Strategy Sales
- ✋ Shared KPI with Nissan (Penetration/OS Booters)

Deposit Activity/Funding
- ☺ Deposit Activity Launch
- ☺ Portfolio Sale
- ◑ Investigate reserve account implementation

06 — Regulatory Requirements
- ☑ Forecast under IFRS 9
- ☺ Fraud Tools Integration with e-commerce (Clear Sale)

Payment Solutions
- ☑ K-Comm Collection service
- ☑ FIDC fleet
- ◑ Unique account

Fleet
- ✋ Launch Nissan Titan
- 📄 LLD Project

Used Cars
- ☺ Accompany CPO Programms
- ☑ Dealer RBP
- ◑ Lauch EGVO
- ☺ Launch UC Ballon Product
- ☺ National used cars fairs
- ☺ Reciprocity Strategy - FP and retail of used cars
- ☺ UC dashboard
- ◑ Webmotors integration
- ✋ Investigate possibility to launch Advance on advances

Regulatory Requirements
- ☺ Bank ROE optimization
- ☺ Formalization FloorPlan
- ☺ Launch TOTVS Opex & Payment System
- ☑ Monitoring of Network CashFlow - FloorPlan
- ☑ Digital Stock Audit
- ☺ Use of Rouanet Law to optimize taxes

07 — Spark
- ☺ Renov´Action
- ☺ Contato mais fácil
- ☺ Negociação da parcela
- ☺ Entrada facilitada

03 — Offensive Services Strategy

Insurances & Services
- ◑ Build strong Back office on services
- ☺ Increase Consorcio Sales & Profitability
- ◑ Integration of Nissan Strategy on Car Centric Services
- ☑ Integration Tokio to Muliquoter Car Insurance
- ◑ RCI Direct - menu selling
- ☺ Roll out multiquoter system
- ☺ Launch EGVN
- ☺ Launch GAP + Deductible insurance (STT)
- 📄 Launch MAPFRE 3 Data Pricing
- ☺ Launch Renault small fleet fixed price
- ☺ Launch Retail My Revision and Full
- ☺ Launch STR/LTR My Revision
- ✋ Launch Tokio -> 6 Data Pricing

04 — New Mobility Foundation
- ☺ Launch FAM(Octo + bulb)
- ☺ Decide to commercialise RCI mobility

Legend
Icon	Status	Icon	Status
☺	Running	Agile
☹	Alert	Lean Startup
✋	Stand-by	Value Up
☑	Done	Waterfall
📄	Follow up nedded	
◑	To Launch	

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01

Become Customer Centric

February 2019

Pilot
C.Viegas

Complete Customer 360 View - Phase 2

Number of data tables integrated

Target:	Status
Q4 2019	Datalake integration completed Santander by 2020; Embracon Q4 2018

H.Ferretti

Use Pre-Analysis as a lever of increasing sales and satisfaction

Conversion

Target:	Status
Q1 2019	Strategy/Roadmap definition for use of leads generated by Pre analysis

H.Ferretti

Full Online Acceptance

launch

Target:	Status
Q4 2018	Launched

Done

Social Media Opening(no TI)

Facebook/LinkedIn Open accounts

Target:	Status
Q1 2019	Approved

C.Conrado

Full Online Acceptance e-Sign

Signature 80% digital

Target:	Status
Q3 2019	Kick off

C.Pardini

Sales Force Marketing Cloud implementation

Launch

Target:	Status
Q3 2019	Kick off

C.Pardini

Full Online Acceptance CNH-e

3K Id´s valid per month

Target:	Status
Q1 2019	automatic driver validation test

F.Rigotti

Full Online Acceptance GETDOC

Quantity of proposals submitted for payment new platform

Target:	Status
Q2 2019	E-sign project

F.Rigotti

Full Online Acceptance NF-e

twenty percent of automatically validated invoices

Target:	Status
Q2 2019	invoice test

F.Rigotti

OCR - App Novar Phase 2

Roll out

Target:	Status
Q4 2018	Done

F.Rigotti

Loyalty Program - Reward

% Renewal Rate

Target:	Status
Q1 2019	Program design and study development ; DAP with santander for TC charge parametrization

H.Ferretti

Legend

Icon	Meaning
☺	Running
☹	Alert
✋	Stand-by
☑	Done
📄	Follow up nedded
◑	To Launch
⟳	Agile
U	Lean Startup
✓	Value Up
W	Waterfall

BANCO RCI BRASIL

01

Become Customer Centric

February 2019

Pilot
C.Viegas

Modernize the Credit Desk Working Tool

Tool implemented

Target:	Status
Q1 2019	Waiting Santander forecast

M.Bruno

Use Pre-analysis as a lever of increasing sales and satisfaction -

Volume of proposals, approval rate, volume of contracts and increase of average ticket.

Target:	Status
2018	Done

M.Bruno

Valued Sale

% recovery related to customer debt

Target:	Status
Q1 2019	Netw ork implementation

M.Bruno

Fast Track

Functionalities

Target:	Status
Q4 2019	Kick off w ith new external providor

R. Darmon

K Commerce

Functionalities

Target:	Status
Q4 2019	Aw aiting roadmap 2019

R. Darmon

Improve Customer Satisfaction Through Survey

Specify plan with individual surveys

Target:	Status
Q4 2019	Continous process:Develop and run local surveys to support business strategy and bring customer kwnowledge to executive decisision,Support and run global surveys to comply with

H.Ferretti

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Icon	Label	Icon	Label
☺	Running	Agile	Agile
☹	Alert	LS	Lean Startup
✋	Stand-by	✓	Value Up
☑	Done	W	Waterfall
📄	Follow up nedded		
◐	To Launch		

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02

Optimize Core Business Model
February 2019

Pilot

C.Viegas

Customer RBP ☺ ✓
RBP implemented for new and used cars

Target:	Status
Q2 2019	On going

M.Bruno

VDT/Profitability by Model ☺
Report avaliability of MAC / MOP by model

Target:	Status
Q1 2019	Updating with 2018 YTD

A.Arrossi

Competency of our Sales Team ☺
Follow RCI Corporate directive + assessment/training of RCI field team

Target:	Status
Q2 2019	On Going

F.Filho

Dealer Portal ☺
Define project and scope. RCI Academy optimization

Target:	Status
Q4 2019	Defining teh entire strategy of Dealer portal, trainning and other tools provided to Dealers. Analysing current situation of trainning tool (RCI Academy). Evaluating the feasibility of

F.Filho

Dedicated Dealer Agreements ☺
Profitability by dealer to allow/ensure profitable individual agreement

Target:	Status
Q4 2019	On Going

F.Filho

Ensure success of PCP Strategy Renault ☺
Balloon Product Push: Continuous negotiation to increase focus on Replay through media, CRM action, higher Investment of VME etc.

Target:	Status
Q1 2019	Process review

R. Darmon

Ensure success of PCP Strategy Nissan ☺
Balloon Product Push: Continuous negotiation to increase focus on Replay through media, CRM action, higher Investment of VME etc.

Target:	Status
Q1 2019	Process review

R. Darmon

F&I Focus Group ☺
Four meetings at least

Target:	Status
Q4 2019	On Going

F.Filho

F&I System integration/Competitiveness Benckmark ☺
If Go decided, implementation

Target:	Status
Q4 2019	Analysis of options

R. Darmon

Improve booking rate ☺
Test Control analysis

Target:	Status
Q3 2019	Awaiting pilot test result control

F.Rigotti

Integration of Training Nissan/RCI ☺
SER Nissan site receive a link to integrate RCI Academy

Target:	Status
Q1 2019	link is being created on Nissan Training Program NDP

V.Caju

PCD cash conversion ☑
PCD cash conversion

Target:	Status
Q4 2018	Was tried 3 differents strategies for grow pen on this segment : 0% rate, Replay (ballon Plan) and accessories. But any of them was successful to revert results

V.Caju

Legend:
- ☺ Running
- ☹ Alert
- ✋ Stand-by
- ☑ Done
- 📄 Follow up nedded
- ◗ To Launch
- Agile
- Lean Startup
- ✓ Value Up
- W Waterfall

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02

Optimize Core Business Model

February 2019

Pilot

C.Viegas

Sales Campaign Optimisation/Planning
☺

Optmisation / Planning of challenges to cover all population without any gap

Target:	Status
Q3 2019	On going

F.Filho

Ensure success of PCP Strategy Sales
☺

Balloon Product Push: Training to increase focus on PCP products.

Target:	Status
Q2 2019	On going

F.Filho

Shared KPI with Nissan (Penetration/OS Booters)
✋

Nissan apply KPI on M&S Team (Profit Sharing or/and Pen rate)

Target:	Status
Q4 2019	Continuous discussion w ith Nissan Brazil and Latam level

V.Caju

Deposit Activity Launch
☺ 🔄

Sucessfull access/deposits

Target:	Status
Q1 2019	Pilot w ith employees already in place

A.Arrossi

Portfolio Sale
☺

Cash inflow from portfolio sale

Target:	Status
Q4 2019	First meeting w ith Santander hold on 21/01

M.Bruno

Investigate reserve account implementation
◑

Necessary gap analysis and costs associated

Target:	Status
Q4 2019	Cost TBD w aiting for Santander feedback

A.Arrossi

K-Comm Collection service
☑

Implementation

Target:	Status
Q2 2019	Already presented to Renault, w aiting for decision

A.Arrossi

FIDC fleet
☑

Invoices done

Target:	Status
Q3 2018	Implemented

A.Arrossi

Unique account
◑

Flows network unification

Target:	Status
Q4 2019	Cost estimation TBD

A.Arrossi

Launch Nissan Titan
✋

Implementation

Target:	Status
Q4 2019	Continuous discussion w ith Nissan but Nissan is still w ithout service and focus on this program.

V.Caju

LLD Project
📄

Implementation

Target:	Status
Q4 2019	Decision to be made as part of project

F.Filho

Accompany CPO Programms
☺

Volume

Target:	Status
Q4 2019	On going selection/NIC

R. Darmon

Icon	Legend
☺	Running
☹	Alert
✋	Stand-by
☑	Done
📄	Follow up nedded
◑	To Launch
🔄	Agile
Ⓛ	Lean Startup
✓	Value Up
Ⓦ	Waterfall

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02

Optimize Core Business Model

February 2019

Pilot

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Dealer RBP
☑ ✔

Implementation of different credit policies and prices by dealers.

Target:	Status
Q2 2019	Done

M.Bruno

Lauch EGVO
◯

Launch date

Target:	Status
Q4 2019	Documentation in process and product's definition.

R. Darmon

Launch UC Ballon Product
☺

Launch date

Target:	Status
Q2 2019	Set up product "rules" with Risk, Pricing and Sales

R. Darmon

National used cars fairs
☺

On Going

Target:	Status
Q2 2019	On Going

R. Darmon

Reciprocity Strategy - FP and retail of used cars
☺ ✔

Increase used cars penetration

Target:	Status
Q4 2019	Analysing the viability of changing FP pricing and increase link with used car production

M.Bruno

UC dashboard
☺

Integrate RCI UC tools and KPI's

Target:	Status
Q4 2019	Conceptual development

R. Darmon

Webmotors integration
◯

Increase used cars penetration

Target:	Status
Q4 2019	Leads generation for used cars

F.Filho

Investigate possibility to launch Advance on advances
🖐

0

Target:	Status
Q4 2019	Costs estimation TBD

M.Bruno

Bank ROE optimization
☺

Correct P&L split between companies

Target:	Status
Q3 2019	Profit Done / expenses on analysis

A.Arrossi

Formalization FloorPlan
☺

New tool implemented

Target:	Status
Q3 2019	Process evaluation and looking for tool for the future monitoring.

M.Bruno

Launch TOTVS Opex & Payment System
☺ Ⓦ

New tool implemented

Target:	Status
Q1 2019	Integration Test

A.Arrossi

Monitoring of Network CashFlow - FloorPlan
☑

Dashboard development for Renault and Nissan dealers

Target:	Status
Q4 2018	ABRARE presentation done(RdB)

M.Bruno

Digital Stock Audit
☑ 🔄

Implementation in the elected dealers

Target:	Status
Q4 2019	Implementation process

M.Bruno

Use of Rouanet Law to optimize taxes
☺

Use taxes to encourage Culture, Sports, etc

Target:	Status
Q4 2019	Waiting Budget (Taxes forecast of 2019)

R. Darmon

Legend:

☺ Running	Ⓓ Agile
☹ Alert	Ⓛ Lean Startup
🖐 Stand-by	✔ Value Up
☑ Done	Ⓦ Waterfall
📄 Follow up nedded	
◯ To Launch	

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03

Optimize Core Business Model

February 2019

Pilot

C.Viegas

Build strong Back office on services

Finalization of Business case

Target:	Status
Q3 2019	Document the rules used in the construction and updating of all current reports

F.Rigotti

Increase Consorcio Sales & Profitability

Quotas incremental

Target:	Status
Q4 2019	Offer evolution after warranty extension for the customer who purchases the Renault vehicle with the "Consorcio" quota

F.Filho

Integration of Nissan Strategy on Car Centric Services

TBD after Nissan Strategy Definition

Target:	Status
Q4 2019	Waiting for Nissan development in house

R. Darmon

Integration Tokio to Muliquoter Car Insurance

Launch date in Multiquote System

Target:	Status
Q4 2018	Insurance company are updating a process of premium charge method with Tex company

R. Darmon

RCI Direct - menu selling

TBD after System evolution

Target:	Status
Q4 2019	Santander´s system evolution

R. Darmon

Roll out multiquoter system

Pilot - 1st semester.Network expansion- 2nd semester.Training development focused on sales process

Target:	Status
Q2 2019	Trainning is over and pilot has been finished by Q42018

F.Filho

Launch EGVN

Launch date in Dealer Network

Target:	Status
Q1 2019	Waiting for Ti final system developpement

R. Darmon

Launch GAP + Deductible insurance (STT)

Launch date in Dealer Network

Target:	Status
Q2 2019	Product's development, training, point of sales material customization and roll-out. Commercial policy definition

R. Darmon

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Icon	Legend	Icon	Legend
☺	Running	Ɗ	Agile
☹	Alert	LS	Lean Startup
✋	Stand-by	✓	Value Up
☑	Done	W	Waterfall
📄	Follow up nedded		
◐	To Launch		

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03

Optimize Core Business Model

February 2019

Pilot

C.Viegas

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Launch MAPFRE 3 Data Pricing

📄

Launch date in Dealer Network

Target:	Status
Q1 2019	System development forecasted end in March'19

R. Darmon

Launch Renault small fleet fixed price

☺

Launch date in Dealer Network

Target:	Status
Q1 2019	Fixed price per vehicle model. Pluti-annual(untill 5 years), decdutible insurance, only for new vehicles

R. Darmon

Launch Retail My Revision and Full

☺

Launch date in Dealer Network

Target:	Status
Q4 2019	My Revision was prioritized and ABRARE negotiation (labor costs and parts discounts) need to be done by RdB team

R. Darmon

Launch STR/LTR My Revision

☺

Launch date in Dealer Network

Target:	Status
Q1 2019	NDD under validation at Corporate level

R. Darmon

Launch Tokio -> 6 Data Pricing

✋

Launch date in Dealer Network

Target:	Status
Q4 2019	Product definition and documents updating. Training and POS material development

R. Darmon

BSP Acceleration

☺

Product roadmap definition

Target:	Status
Q1 2019	0

A.Bittencourt

☺	Running		🔄	Agile
☹	Alert		Ⓛ	Lean Startup
✋	Stand-by		✓	Value Up
☑	Done		Ⓦ	Waterfall
📄	Follow up nedded			
⭕	To Launch			

04

New Mobility Foundation

February 2019

Pilot

C.Viegas

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☺

Launch FAM(Octo + bulb)

FAM launch

Target	Status:
Q1 2019	Finalisation of BP/Launched expected in Jan 2019

C.Conrado

☺

Decide to commercialise RCI mobility

Business Plan done

Target	Status:
Q2 2019	POC

C.Conrado

☺ Running	♻ Agile
☹ Alert	Ⓛ Lean Startup
✋ Stand-by	✔ Value Up
☑ Done	Ⓦ Waterfall
📄 Follow up nedded	
◐ To Launch	

05

Engaged and Competent Team

February 2019

Pilot

C.Viegas

GPTW
☺

KEEP 85%

Target:	Status
Q4 2019	Action plan following GPTW surveys

R.Nascimento

Project Management (PMI,SCRUM...)
☺

Development of project management skills

Target:	Status
Q2 2019	Budget approval

R.Nascimento

Talent Management (kenoby)
☺

Roll out

Target:	Status
Q1 2019	Budget approval

R.Nascimento

VOE
☺

Team buildings/seminars

Target:	Status
Q4 2019	on bid

R.Nascimento

Workday
☺

Roll out

Target:	Status
Q1 2019	Corporate planning

R.Nascimento

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☺	Running		Agile
☹	Alert		Lean Startup
✋	Stand-by		Value Up
☑	Done	W	Waterfall
📄	Follow up nedded		
◯	To Launch		

06

Regulatory Requirements

February 2019

Pilot

C.Viegas

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☑

Forecast under IFRS 9

Replicate the IFRS9 calculation with excel file.

Target	Status:
Q4 2019	Done

M.Bruno

☺

Fraud Tools Integration with e-commerce (Clear Sale)

Tool implementation

Target	Status:
Q4 2019	0

M.Bruno

☺ Running	🔁 Agile
😐 Alert	Ⓛ Lean Startup
✋ Stand-by	✔ Value Up
☑ Done	Ⓦ Waterfall
🗎 Follow up nedded	
Ⓞ To Launch	

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07

Spark

February 2019

Pilot
C.Viegas

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Renov´Action

☺ SPARK

Planning done

Target	Status:
Q2 2019	Kick off

H.Ferretti

Contato mais fácil

☺ SPARK

Planning done

Target	Status:
Q2 2019	Kick off

C.Pardini

Negociação da parcela

☺ SPARK

Planning done

Target	Status:
Q2 2019	Kick off

M.Bruno

Entrada facilitada

☺ SPARK

Planning done

Target	Status:
Q2 2019	Kick off

A.Arrossi

Symbol	Label	Symbol	Label
☺	Running	Ɗ	Agile
☹	Alert	LS	Lean Startup
✋	Stand-by	✓	Value Up
☑	Done	W	Waterfall
📄	Follow up nedded		
◑	To Launch		

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