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 NOVAR 2.0
- Full Online Acceptance NF-e
- OCR - App Novar Phase 2
- Loyalty Program - Rewards
- 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
- 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
- LLD Project
- 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
- 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
- Launch STR/LTR My Revision
- Launch 2ND insurance car -> 6 DATA Pricing

Services Platform Program
- BSP Acceleration

04 New Mobility Foundation

- Launch FAM(Octo + bulb)
- Decide to commercialise RCI mobility

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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01

Become Customer Centric

March 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

M.Bruno

Social Media Opening(no TI)

Facebook/LinkedIn Open accounts

Target:	Status:
Q2 2019	Approved

C.Conrado

Full Online Acceptance e-Sign

Signature 80% digital

Target:	Status:
Q3 2019	Kick off, first sprint done

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 NOVAR 2.0

Quantity of proposals submitted for payment new platform

Target:	Status:
Q2 2019	E-sign project

F.Rigotti

Full Online Acceptance NF-e

eigthty percent of automatically validated invoices

Target:	Status:
Q2 2019	Pilot

F.Rigotti

OCR - App Novar Phase 2

Roll out

Target:	Status:
Q4 2018	Done

F.Rigotti

Loyalty Program - Reward

% Renewal Rate

Target:	Status:
Q2 2019	Program design and study development ; DAP with santander for TC charge parametrization

H.Ferretti

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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01

Become Customer Centric

March 2019

Pilot

C.Viegas

Modernize the Credit Desk Working Tool

Tool implemented

Target:	Status:
Q2 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:
Q2 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	New features been devloped

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

H.Ferretti

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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02

Optimize Core Business Model

March 2019

Pilot

C.Viegas

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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 w ith 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).

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	Special renovation condition implemented on march. CRM letter in develop

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:
Q2 2019	Feb19 w ith March and Versa installment CRM letter in development process.

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	Meeting w ith F&I System schdule for March

R. Darmon

Improve booking rate
Test Control analysis

Target:	Status:
Q3 2019	Aw aiting pilot test result control

F.Rigotti

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

Target:	Status:
Q2 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)

V.Caju

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	Guy didn't consider this KPI fair for M&S team

V.Caju

Deposit Activity Launch
Sucessfull access/deposits

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

A.Arrossi

Agile
Lean Startup
Value Up
Waterfall

Done
Running
Follow up needed
Stand-by
Alert
To launch

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02

Optimize Core Business Model

March 2019

Pilot

C.Viegas

Portfolio Sale

Cash inflow from portfolio sale

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

M.Bruno

Investigate reserve account implementation

Necessary gap analysis and costs associated

Target:	Status:
Q4 2019	Cost TBD waiting for Santander feedback

A.Arrossi

K-Comm Collection service

Implementation

Target:	Status:
Q2 2019	Already presented to Renault, waiting 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 with Nissan but Nissan is still without 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

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	Pilot Phase

R. Darmon

National used cars fairs

On Going

Target:	Status:
Q2 2019	On Going

R. Darmon

Agile

Lean Startup

Value Up

Waterfall

Done

Running

Follow up needed

Stand-by

Alert

To launch

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02

Optimize Core Business Model

March 2019

Pilot

C.Viegas

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 w ith 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:
Q2 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

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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03

Optimize Core Business Model

March 2019

Pilot

C.Viegas

Build strong Back office on services

Finalization of Business case

Target:	Status:
Q4 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:
Q2 2019	Waiting for Ti final system developpement & Dealer network trainning

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

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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03

Optimize Core Business Model

March 2019

Pilot

C.Viegas

Launch MAPFRE 3 Data Pricing

Launch date in Dealer Network

Target:	Status:
Q2 2019	System development forecasted end in March'19

R. Darmon

Launch Renault small fleet fixed price

Launch date in Dealer Network

Target:	Status:
Q3 2019	Fixed price per vehicle model. Pluti-annual(untill 5 years), decdutible insurance, only for new vehicles

R. Darmon

Launch Retail My Revision

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 2ND insurance car -> 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:
Q2 2019	Residential Insurance

A.Bittencourt

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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04

New Mobility Foundation

March 2019

Pilot

C.Viegas

Launch FAM(Octo + bulb)		Decide to commercialise RCI mobility	
FAM launch		Business Plan done	
Target:	**Status:**	**Target:**	**Status:**
Q1 2019	Finalisation of BP/Launched expected in Jan 2019	Q2 2019	POC
C.Conrado		C.Conrado	

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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05

Engaged and Competent Team

March 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	Contract and schedule

R.Nascimento

Talent Management (kenoby)

Roll out

Target:	Status:
Q2 2019	Contract Alignemnt and First Tests

R.Nascimento

VOE

Team buildings/seminars

Target:	Status:
Q4 2019	Ongoing

R.Nascimento

Workday

Roll out

Target:	Status:
Q4 2019	Corporate planning

R.Nascimento

Done	Agile
Running	Lean Startup
Follow up needed	Value Up
Stand-by	Waterfall
Alert	
To launch	

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06

Regulatory Requirements

March 2019

Pilot

C.Viegas

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	

Done	Agile
Running	Lean Startup
Follow up	Value Up
Stand-by	Waterfall
Alert	
To launch	

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07

Spark

March 2019

Pilot

C.Viegas

SPARK

Renov´Action

Planning done

Target	Status:
Q2 2019	Kick off

Running

SPARK

Contato mais fácil

Planning done

Target	Status:
Q2 2019	Kick off

Running

SPARK

Negociação da parcela

Planning done

Target	Status:
Q2 2019	Kick off

Running

SPARK

Entrada facilitada

Planning done

Target	Status:
Q2 2019	Kick off

Running

Done	Agile
Running	Lean Startup
Follow up	Value Up
Stand-by	Waterfall
Alert	
To launch	

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