

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 - 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

04 NEW MOBILITY FOUNDATION

INSURANCES & SERVICES

- ☆ Launch FAM(Octo + bulb)

NEW MOBILITY FOUNDATION

- Decide to commercialise RCI mobility

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 Benchmark
- 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

05 ENGAGED AND COMPETENT TEAM

ENGAGED AND COMPETENT TEAM

- GPTW
- Project Management (PMI,SCRUM...)
- Talent Management (kenoby)
- VOE
- People@Renault

PAYMENT SOLUTIONS

- ☆ K-Comm Collection service
- ☆ FIDC fleet
- Unique account

FLEET

- Launch Nissan Titan
- LLD Project

USED CAR

- Accompany CPO Programms
- Launch UC Ballon Product
- ☆ Dealer RBP
- National used cars fairs
- Launch EGVO
- Reciprocity Strategy - FP and retail of used cars
- UC dashboard
- Webmotors integration

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

06 REGULATORY REQUIREMENTS

REGULATORY REQUIREMENTS

- ☆ Forecast under IFRS 9
- Fraud Tools Integration with e-commerce (Clear Sale)

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 Multiquote Car Insurance
- RCI Direct - menu selling
- Roll out multiquote 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

07 SPARK

SPARK

- Renov'Action
- Contato mais fácil
- Negociação da parcela
- Entrada facilitada

☆ Done
● Running
■ Stand-by
◆ Alert

🔄 Agile
🚀 Lean Startup
📈 Value Up
⚠️ Waterfall



Become Customer Centric

April 2019

Pilot C.Viegas

<p>Complete Customer 360 View - Phase 2</p> <p>Number of data tables integrated</p> <p>Target: Q4 2019</p> <p>Status: Datalake integration completed Santander by 2020; Embracou Q4 2018</p> <p>H.Ferretti</p>	<p>Use Pre-Analysis as a lever of increasing sales and satisfaction</p> <p>Conversion</p> <p>Target: Q1 2019</p> <p>Status: Strategy/Roadmap definition for use of leads generated by Pre analysis</p> <p>H.Ferretti</p>	<p>Full Online Acceptance</p> <p>launch</p> <p>Target: Q4 2018</p> <p>Status: Launched</p> <p>M.Bruno</p>	<p>Social Media Opening(no TI)</p> <p>Facebook/LinkedIn Open accounts</p> <p>Target: Q2 2019</p> <p>Status: Planning</p> <p>C.Conrado</p>
<p>Full Online Acceptance e-Sign</p> <p>Signature 80% digital</p> <p>Target: Q3 2019</p> <p>Status: Kick off, first sprint done</p> <p>C.Pardini</p>	<p>Sales Force Marketing Cloud implementation</p> <p>Launch</p> <p>Target: Q3 2019</p> <p>Status: SFMC contract sign, API development ongoing. In two weeks start developmete SFMC</p> <p>C.Pardini</p>	<p>Full Online Acceptance CNH-e</p> <p>3K Id's valid per month</p> <p>Target: Q1 2019</p> <p>Status: automatic driver validation test</p> <p>F.Rigotti</p>	<p>Full Online Acceptance NOVAR 2.0</p> <p>Quantity of proposals submitted for payment new platform</p> <p>Target: Q2 2019</p> <p>Status: E-sign project</p> <p>F.Rigotti</p>
<p>Full Online Acceptance NF-e</p> <p>eighty percent of automatically validated invoices</p> <p>Target: Q2 2019</p> <p>Status: Pilot</p> <p>F.Rigotti</p>	<p>OCR - App Novar Phase 2</p> <p>Roll out</p> <p>Target: Q4 2018</p> <p>Status: Done</p> <p>F.Rigotti</p>	<p>Loyalty Program - Reward</p> <p>% Renewal Rate</p> <p>Target: Q2 2019</p> <p>Status: Program design and study development ; DAP with santander for TC charge parametrization</p> <p>H.Ferretti</p>	

Done
Running
Stand-by
Alert



Agile
Lean Startup
Value Up
Waterfall



Become Customer Centric

April 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	Network implementation

M. Bruno



 

Fast Track

Functionalities

Target:	Status:
Q4 2019	Kick off with new external provider

R. Darmon

K Commerce

Functionalities

Target:	Status:
Q4 2019	New features been developed

R. Darmon











Improve Customer Satisfaction Through Survey

Specify plan with individual surveys

Target:	Status:
Q4 2019	Continuous process: Develop and run local surveys to support business strategy and bring customer knowledge to executive

H. Ferretti

 Done	 Running	 Stand-by	 Alert
 Agile	 Lean Startup	 Value Up	 Waterfall



Optimize Core Business Model

April 2019

Pilot C.Viegas

<p>Customer RBP</p> <p>RBP implemented for new and used cars</p> <p>Target: Q2 2019</p> <p>Status: On going</p> <p>M.Bruno</p>	<p>VDT/Profitability by Model</p> <p>Report availability of MAC / MOP by model</p> <p>Target: Q1 2019</p> <p>Status: Updating with 2018 YTD</p> <p>A.Arrossi</p>	<p>Competency of our Sales Team</p> <p>Follow RCI Corporate directive + assessment/training of RCI field team</p> <p>Target: Q2 2019</p> <p>Status: On Going</p> <p>F.Filho</p>	<p>Dealer Portal</p> <p>Define project and scope. RCI Academy optimization</p> <p>Target: Q4 2019</p> <p>Status: Defining teh entire strategy of Dealer portal, training and other tools provided to Dealers. Analysing current</p> <p>F.Filho</p>
<p>Dedicated Dealer Agreements</p> <p>Profitability by dealer to allow/ensure profitable individual agreement</p> <p>Target: Q4 2019</p> <p>Status: On Going</p> <p>F.Filho</p>	<p>Ensure success of PCP Strategy Renault</p> <p>Balloon Product Push: Continuous negotiation to increase focus on Replay through media, CRM action, higher investment of VME etc.</p> <p>Target: Q1 2019</p> <p>Status: Special renovation condition implemented on march. CRM letter in develop</p> <p>R. Darmon</p>	<p>Ensure success of PCP Strategy Nissan</p> <p>Balloon Product Push: Continuous negotiation to increase focus on Replay through media, CRM action, higher investment of VME etc.</p> <p>Target: Q2 2019</p> <p>Status: Feb19 w ith March and Versa installment CRM letter in development process.</p> <p>R. Darmon</p>	<p>F&I Focus Group</p> <p>Four meetings at least</p> <p>Target: Q4 2019</p> <p>Status: On Going</p> <p>F.Filho</p>
<p>F&I System integration/Competitiveness Benchmark</p> <p>If Go decided, implementation.</p> <p>Target: Q4 2019</p> <p>Status: Aw aiting proposal.</p> <p>R. Darmon</p>	<p>Improve booking rate</p> <p>Test Control analysis</p> <p>Target: Q3 2019</p> <p>Status: Aw aiting pilot test result control</p> <p>F.Rigotti</p>	<p>Integration of Training Nissan/RCI</p> <p>SER Nissan site receive a link to integrate RCI Academy</p> <p>Target: Q2 2019</p> <p>Status: link is being created on Nissan Training Program NDP</p> <p>V.Caju</p>	<p>PCD cash conversion</p> <p>PCD cash conversion</p> <p>Target: Q4 2018</p> <p>Status: Was tried 3 differents strategies for grow pen on this segment : 0% rate, Replay (balloon Plan) and accessories. But any of them was successful to revert results</p> <p>V.Caju</p>
<p>Sales Campaign Optimisation/Planning</p> <p>Optmisation / Planning of challenges to cover all population without any gap</p> <p>Target: Q3 2019</p> <p>Status: On going</p> <p>F.Filho</p>	<p>Ensure success of PCP Strategy Sales</p> <p>Balloon Product Push: Training to increase focus on PCP products.</p> <p>Target: Q2 2019</p> <p>Status: On going</p> <p>F.Filho</p>	<p>Shared KPI with Nissan (Penetration/OS Booters)</p> <p>Nissan apply KPI on M&S Team (Profit Sharing or/and Pen rate)</p> <p>Target: Q4 2019</p> <p>Status: Guy didn't consider this KPI fair for M&S team</p> <p>V.Caju</p>	<p>Deposit Activity Launch</p> <p>Sucessfull access/deposits</p> <p>Target: Q1 2019</p> <p>Status: Pilot w ith employees already in place</p> <p>A.Arrossi</p>

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- Running
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Optimize Core Business Model

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Pilot
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<p>Portfolio Sale</p> <p>Cash inflow from portfolio sale</p> <p>Target: Q4 2019</p> <p>Status: First meeting w ith Santander hold on 21/01</p> <p>M.Bruno</p>	<p>Investigate reserve account implementation</p> <p>Necessary gap analysis and costs associated</p> <p>Target: Q4 2019</p> <p>Status: Cost TBD w aiting for Santander feedback</p> <p>A.Arrossi</p>	<p>K-Comm Collection service</p> <p>Implementation</p> <p>Target: Q2 2019</p> <p>Status: Already presented to Renault, w aiting for decision</p> <p>A.Arrossi</p>	<p>FDC fleet</p> <p>Invoices done</p> <p>Target: Q3 2018</p> <p>Status: Implemented</p> <p>A.Arrossi</p>
<p>Unique account</p> <p>Flows network unification</p> <p>Target: Q4 2019</p> <p>Status: Cost estimation TBD</p> <p>A.Arrossi</p>	<p>Launch Nissan Titan</p> <p>Implementation</p> <p>Target: Q4 2019</p> <p>Status: Nissan but Nissan is still without service and focus on this program. Due to Olivier Marion visit, we started again conversation and negotiation</p> <p>V.Caju</p>	<p>LLD Project</p> <p>Implementation</p> <p>Target: Q4 2019</p> <p>Status: Decision to be made as part of project</p> <p>F.Filho</p>	<p>Accompany CPO Programms</p> <p>Volume</p> <p>Target: Q4 2019</p> <p>Status: On going Selection/NIC</p> <p>R. Darmon</p>
<p>Launch UC Ballon Product</p> <p>Launch date</p> <p>Target: Q2 2019</p> <p>Status: Pilot Phase</p> <p>R. Darmon</p>	<p>Dealer RBP</p> <p>Implementation of different credit policies and prices by dealers.</p> <p>Target: Q2 2019</p> <p>Status: Done</p> <p>M.Bruno</p>	<p>National used cars fairs</p> <p>On Going</p> <p>Target: Q2 2019</p> <p>Status: On Going</p> <p>R. Darmon</p>	<p>Lauch EGVO</p> <p>Launch date</p> <p>Target: Q4 2019</p> <p>Status: Documentation in process and product's definition.</p> <p>R. Darmon</p>

Done	☆
Running	●
Stand-by	⌚
Alert	◆
Agile	🔄
Lean Startup	🚀
Value Up	📈
Waterfall	📅



Optimize Core Business Model

April 2019

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Reciprocity Strategy - FP and retail of used cars

Increase used cars penetration

Target: Q4 2019

Status: 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: Q4 2019

Status: Conceptual development

R. Darmon

Webmotors integration

Increase used cars penetration

Target: Q4 2019

Status: Leads generation for used cars

F.Filho

Bank ROE optimization

Correct P&L split between companies

Target: Q3 2019

Status: Profit Done / expenses on analysis

A.Arrossi

Formalization FloorPlan

New tool implemented

Target: Q3 2019

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

M.Bruno

Launch TOTVS Opex & Payment System

New tool implemented

Target: Q2 2019

Status: Integration Test

A.Arrossi

Monitoring of Network CashFlow - FloorPlan

Dashboard development for Renault and Nissan dealers

Target: Q4 2018

Status: ABRARE presentation done(RdB)

M.Bruno

Digital Stock Audit

Implementation in the elected dealers

Target: Q4 2019

Status: Implementation process

M.Bruno

Use of Rouanet Law to optimize taxes

Use taxes to encourage Culture, Sports, etc

Target: Q4 2019

Status: Transition activity to HR

R. Darmon

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 Waterfall



Offensive Services Strategy

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<p>Build strong Back office on services</p> <p>Finalization of Business case</p> <p>Target: Q4 2019</p> <p>Status: Document the rules used in the construction and updating of all current reports</p> <p>F.Rigotti</p>	<p>Increase Consorcio Sales & Profitability</p> <p>Quotas incremental</p> <p>Target: Q4 2019</p> <p>Status: Offer evolution after warranty extension for the customer who purchases the Renault vehicle with the "Consorcio" quota</p> <p>F.Filho</p>	<p>Integration of Nissan Strategy on Car Centric Services</p> <p>TBD after Nissan Strategy Definition</p> <p>Target: Q4 2019</p> <p>Status: Waiting for Nissan development in house</p> <p>R. Darmon</p>	<p>Integration Tokio to Multiquote Car Insurance</p> <p>Launch date in Multiquote System</p> <p>Target: Q4 2018</p> <p>Status: Insurance company are updating a process of premium charge method with Tex company</p> <p>R. Darmon</p>
<p>RCI Direct - menu selling</p> <p>TBD after System evolution</p> <p>Target: Q4 2019</p> <p>Status: Santander's system evolution</p> <p>R. Darmon</p>	<p>Roll out multiquote system</p> <p>expansion-2nd semester.Training developme</p> <p>Target: Q2 2019</p> <p>Status: Training is over and pilot has been finished by Q42018</p> <p>F.Filho</p>	<p>Launch EGVN</p> <p>Launch date in Dealer Network</p> <p>Target: Q2 2019</p> <p>Status: Network training and roll out</p> <p>R. Darmon</p>	<p>Launch GAP + Deductible insurance (STT)</p> <p>Launch date in Dealer Network</p> <p>Target: Q3 2019</p> <p>Status: Product development, training and commercial policy definition</p> <p>R. Darmon</p>

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 Value Up
 Waterfall



Offensive Services Strategy

April 2019

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Launch MAPFRE 3 Data Pricing

Launch date in Dealer Network

Target:

Q2 2019

Status:

System development forecasted end May

R. Darmon

Launch Renault small fleet fixed price

Launch date in Dealer Network

Target:

Q3 2019

Status:

Fixed price per vehicle model. Pluti-annual(until 5 years), deducible insurance, only for new vehicles

R. Darmon

Launch Retail My Revision

Launch date in Dealer Network

Target:

Q4 2019

Status:

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:

Q1 2019

Status:

NDD under validation at Corporate level

R. Darmon

Launch 2ND insurance car -> 6 DATA Pricing

Launch date in Dealer Network

Target:

Q4 2019

Status:

Product definition and documents updating. Training and POS material development

R. Darmon

BSP Acceleration

Product roadmap definition

Target:

Q2 2019

Status:

Residential Insurance

A.Bittencourt

Done Running Stand-by Alert

Agile Lean Startup Value Up Waterfall

Back

04



New Mobility Foundation

April 2019

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Launch FAM(Octo + bulb)

FAM launch

Target:

Q1 2019

Status:

Finalisation of
BP/Launched expected in
Jan 2019

C. Conrado



Decide to commercialise RCI mobility

Bussiness Plan to be done

Target:

Q2 2019

Status:

Project w ith Renault
COnsulting to check the
viability

C. Conrado



Done



Running



Stand-by



Alert



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Lean Startup



Value Up



Waterfall



Engaged and Competent Team

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GPTW

KEEP 85%

Target:	Status:
Q4 2019	Action plan follow ing 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 Aligernmt and First Tests

R.Nascimento

VOE

Team buildings/seminars

Target:	Status:
Q4 2019	Ongoing

R.Nascimento

People@Renault

Roll out

Target:	Status:
Q4 2019	Corporate planning

R.Nascimento

Done	Running	Stand-by	Alert
Agile	Lean Startup	Value Up	Waterfall

Back

06



Regulatory Requirements

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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



Done



Running



Stand-by



Alert



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Lean Startup



Value Up



Waterfall

Back

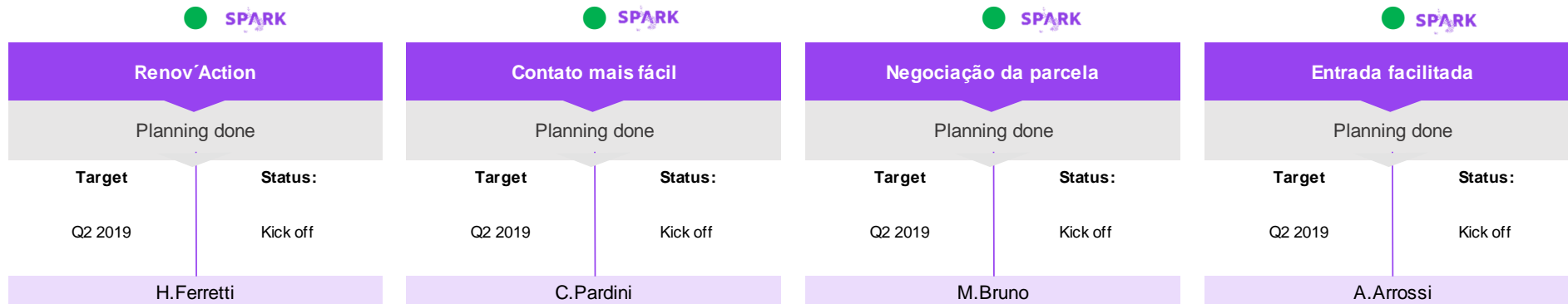
07



Spark

April
2019

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C.Viegas



Done Running Stand-by Alert

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