

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 Balloon 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 Multiquoter Car Insurance
- 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

07

SPARK

SPARK

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

- ☆ Done
- Running
- Stand-by
- ◆ Alert

- Agile
- Lean Startup
- Value Up
- Waterfall

Back

01



Become Customer Centric

June 2019

Pilot C.Viegas

Complete Customer 360 View - Phase 2

Number of data tables integrated

Target: Q4 2019

Status: Datalake integration completed Santander by 2020; Embracoe Q4 2018

H.Ferretti

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

Conversion

Target: Q2 2019

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

H.Ferretti

Full Online Acceptance

launch

Target: Q4 2018

Status: Launched

M.Bruno

Social Media Opening(no TI)

Facebook/LinkedIn Open accounts

Target: Q2 2019

Status: Planning

C.Conrado

Full Online Acceptance e-Sign

Signature 80% digital

Target: Q3 2019

Status: Kick off, 5 sprints done

C.Pardini

Sales Force Marketing Cloud implementation

Launch

Target: Q3 2019

Status: SFMC contract sign, API development ongoing. In two weeks start developmete SFMC

C.Pardini

Full Online Acceptance CNH-e

3K Id's valid per month

Target: Q1 2019

Status: automatic driver validation test

F.Rigotti

Full Online Acceptance NOVAR 2.0

Quantity of proposals submitted for payment new platform

Target: Q2 2019

Status: E-sign project

F.Rigotti

Full Online Acceptance NF-e

eighty percent of automatically validated invoices

Target: Q2 2019

Status: Pilot

F.Rigotti

OCR - App Novar Phase 2

Roll out

Target: Q4 2018

Status: Done

F.Rigotti

Loyalty Program - Reward

% Renewal Rate

Target: Q3 2019

Status: Santander change done (1/6) RCIDirect projet starte

H.Ferretti

Done
 Running
 Stand-by
 Alert

Agile
 Lean Startup
 Value Up
 Waterfall



Become Customer Centric

June 2019

Pilot
C.Viegas



Modernize the Credit Desk Working Tool

Tool implemented

Target:

Q2 2019

Status:

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:

2018

Status:

Done

M.Bruno



Valued Sale

% recovery related to customer debt

Target:

Q2 2019

Status:

Network implementation

M.Bruno



Fast Track

Functionalities

Target:

Q4 2019

Status:

New functionalities been developed (volume purchase)

R. Darmon



K Commerce

Functionalities

Target:

Q4 2019

Status:

Some adaptations were done for the Launch of KWID OUTSIDER

R. Darmon



Improve Customer Satisfaction Through Survey

Specify plan with individual surveys

Target:

Q4 2019

Status:

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

June 2019

Pilot
C.Viegas



Customer RBP

RBP implemented for new and used cars

Target: Q2 2019
Status: On going

M.Bruno



VDT/Profitability by Model

Report availability of MAC / MOP by model

Target: Q1 2019
Status: Updating with 2018 YTD

A.Arrossi



Competency of our Sales Team

Follow RCI Corporate directive + assessment/training of RCI field team

Target: Q2 2019
Status: On Going

R.Chaddad



Dealer Portal

Define project and scope. RCI Academy optimization

Target: Q4 2019
Status: Defining teh entire strategy of Dealer portal, training and other tools provided to Dealers. Analysing current

R.Chaddad



Dedicated Dealer Agreements

Profitability by dealer to allow/ensure profitable individual agreement

Target: Q4 2019
Status: On Going

R.Chaddad



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: Q1 2019
Status: Special renovation condition implemented on march. CRM letter in development

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: Q2 2019
Status: On going CRM letter regarding contract settlement started in Apr19.

R. Darmon



F&I Focus Group

Four meetings at least

Target: Q4 2019
Status: On Going

R.Chaddad



F&I System integration/Competitiveness Benchmark

If Go decided, implementation.

Target: Q4 2019
Status: Aw aiting proposal from Avonale

R. Darmon



Improve booking rate

Test Control analysis

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

F.Rigotti



Integration of Training Nissan/RCI

SER Nissan site receive a link to integrate RCI Academy

Target: Q2 2019
Status: link is being created on Nissan Training Program NDP

V.Caju



PCD cash conversion

PCD cash conversion

Target: Q4 2018
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

V.Caju

Done

Running

Stand-by

Alert

Agile

Lean Startup

Value Up

Waterfall

Back

02



Optimize Core Business Model

June 2019

Pilot
C.Viegas

<p>Sales Campaign Optimisation/Planning</p> <p>Optimisation / Planning of challenges to cover all population without any gap</p> <p>Target: Q3 2019</p> <p>Status: On going</p> <p>R.Chaddad</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>R.Chaddad</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>
<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>FIDC 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 agreed to start a rate condition for March & Versa in Jun'19, but is still without services..</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>R.Chaddad</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 Balloon 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: Q4 2019</p> <p>Status: New "format" being designed</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

June 2019

Pilot
C.Viegas

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

R. Chaddad

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. Nascimento

Done
 Running
 Stand-by
 Alert

Agile
 Lean Startup
 Value Up
 Waterfall



Offensive Services Strategy

June 2019

Pilot
C.Viegas

<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>R.Chaddad</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 Nissan pilot.</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: Finished.</p> <p>R. Darmon</p>
<p>Roll out multiquote system</p> <p>Pilot - 1st semester.Network expansion-2nd semester.Training development focused on sales process</p> <p>Target: Q2 2019</p> <p>Status: BS</p> <p>R.Chaddad</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: Q4 2019</p> <p>Status: System development, training and commercial policy definition.</p> <p>R. Darmon</p>	

☆ Done
● Running
■ Stand-by
◆ Alert

🔄 Agile
🚀 Lean Startup
📈 Value Up
📋 Waterfall

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03



Offensive Services Strategy

June 2019

Pilot
C.Viegas

Launch MAPFRE 3 Data Pricing

Launch date in Dealer Network

Target:

Q2 2019

Status:

Homologation

R. Darmon

Launch Renault small fleet fixed price

Launch date in Dealer Network

Target:

Q4 2019

Status:

Pilot in 3 dealers to be expanded.

R. Darmon

Launch Retail My Revision

Launch date in Dealer Network

Target:

Q3 2019

Status:

French Mission decided GO about RDB channel product Strategy. NDD done and approval expected

R. Darmon

Launch STR/LTR My Revision

Launch date in Dealer Network

Target:

Q1 2019

Status:

Finished

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

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04



New Mobility Foundation

June 2019

Pilot
C.Viegas



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

Agile Lean Startup Value Up Waterfall

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05



Engaged and Competent Team

June 2019

Pilot
C.Viegas

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 Aligemnt 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

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Regulatory Requirements

June 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



Running



Stand-by



Alert



Agile



Lean Startup



Value Up



Waterfall

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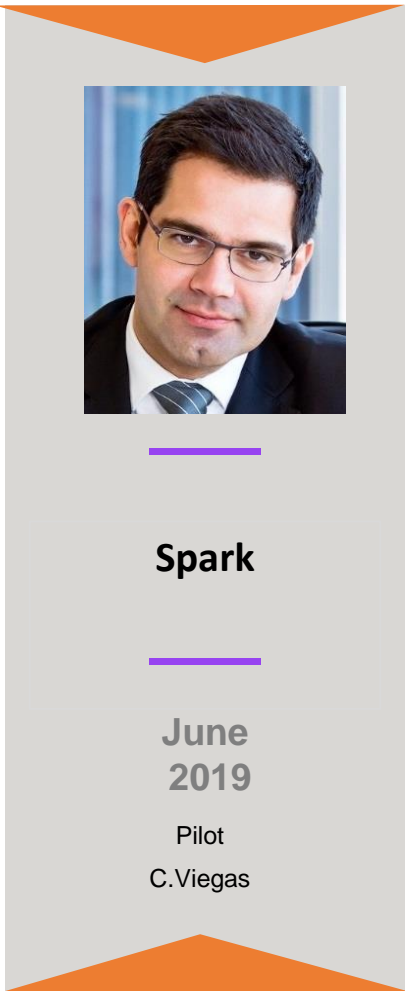
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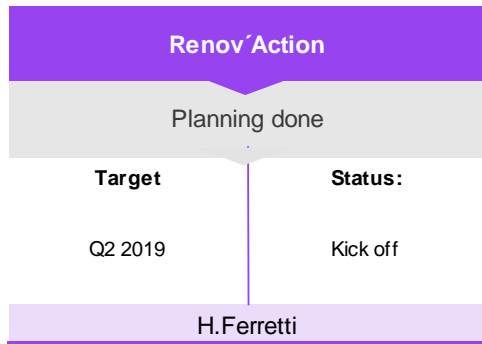
Spark

June
2019

Pilot
C.Viegas



● SPARK



● SPARK



● SPARK



● SPARK

