

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 / Revisão programada
- ☆ 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

July 2019

Pilot F.Schovinder

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: Q3 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) RCI Direct projet starte

H.Ferretti

Done Running Stand-by Alert

Agile Lean Startup Value Up Waterfall



Become Customer Centric

July 2019

Pilot
F.Schovinder

Modernize the Credit Desk Working Tool

Tool implemented

Target:	Status:
2020	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	New functionalities been developed

R. Darmon

K Commerce

Functionalities

Target:	Status:
Q4 2019	Adaptations done for the Launch of KWID OUTSIDER. New digital Manager Renault to

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

July 2019

Pilot
F.Schovinder

Customer RBP

RBP implemented for new and used cars

Target:	Status:
Q4 2019	On going

M.Bruno

VDT/Profitability by Model

Report availability 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:
Q4 2019	On Going

R.Chaddad

Dealer Portal

Define project and scope. RCI Academy optimization

Target:	Status:
Q4 2019	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:	Status:
Q4 2019	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:	Status:
Q1 2019	0

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:
Q3 2019	On going Leads of contracts about to end with simulations of new purchase

R. Darmon

F&I Focus Group

Four meetings at least

Target:	Status:
Q4 2019	On Going

R.Chaddad

F&I System integration/Competitiveness Benchmark

If Go decided, implementation.

Target:	Status:
Q4 2019	Aw aiting proposal from Avonale

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:
Q3 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

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



Optimize Core Business Model

July 2019

Pilot
C.Viegas

Project Name	Target	Status	Owner
Sales Campaign Optimisation/Planning Optimisation / Planning of challenges to cover all population without any gap	Q3 2019	On going	R.Chaddad
Ensure success of PCP Strategy Sales Balloon Product Push: Training to increase focus on PCP products.	Q4 2019	On going	R.Chaddad
Shared KPI with Nissan (Penetration/OS Booters) Nissan apply KPI on M&S Team (Profit Sharing or/and Pen rate)	Q4 2019	Guy didn't consider this KPI fair for M&S team	V.Caju
Deposit Activity Launch Sucessfull access/deposits	Q1 2019	Pilot w ith employees already in place	A.Arrossi
Portfolio Sale Cash inflow from portfolio sale	Q4 2019	First meeting w ith Santander hold on 21/01	M.Bruno
Investigate reserve account implementation Necessary gap analysis and costs associated	Q4 2019	Cost TBD w aiting for Santander feedback	A.Arrossi
K-Comm Collection service Implementation	Q2 2019	Already presented to Renault, w aiting for decision	A.Arrossi
FIDC fleet Invoices done	Q3 2018	Implemented	A.Arrossi
Unique account Flows network unification	Q4 2019	Cost estimation TBD	A.Arrossi
Launch Nissan Titan Implementation	Q4 2019	Nissan agreed to start a rate condition for March & Versa in Jun'19, but is still without services..	V.Caju
LLD Project Implementation	Q4 2019	Decision to be made as part of project	R.Chaddad
Accompany CPO Programms Volume	Q4 2019	On going Selection/NIC. Renault Selection program rebuilding ongoing	R. Darmon
Launch UC Balloon Product Launch date	Q3 2019	0 contracts up to now . Reasons w hy under analysis	R. Darmon
Dealer RBP Implementation of different credit policies and prices by dealers.	Q2 2019	Done	M.Bruno
National used cars fairs On Going	Q4 2019	New "format" being designed	R. Darmon
Launch EGVO Launch date	Q4 2019	Documentation in process and product's definition.	R. Darmon

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



Optimize Core Business Model

July 2019

Pilot
F.Schovinder

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. Darmon

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

July 2019

Pilot
F.Schovinder

<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: 0</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: Q4 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: 0</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



Offensive Services Strategy

July 2019

Pilot
F.Schovinder

Launch MAPFRE 3 Data Pricing

Launch date in Dealer Network

Target:

Q3 2019

Status:

Forecast homologation, end of July

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 / Revisão programada

Launch date in Dealer Network

Target:

Q3 2019

Status:

French Mission decided GO about RDB channel product Strategy. NDD done and approved june 28th

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:

Q3 2019

Status:

Residential Insurance

A.Bittencourt

- Done (Green Star)
- Running (Green Circle)
- Stand-by (Grey Square)
- Alert (Red Diamond)

- Agile (Blue D)
- Lean Startup (Green U)
- Value Up (Orange Checkmark)
- Waterfall (Yellow W)

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04



New Mobility Foundation

July
2019

Pilot
F.Schovinder



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



Engaged and Competent Team

July 2019

Pilot
F.Schovinder

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:
Q4 2019	Contract and schedule

R.Nascimento

Talent Management (kenoby)

Roll out

Target:	Status:
Q3 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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06



Regulatory Requirements

July 2019

Pilot
F.Schovinder



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

Back

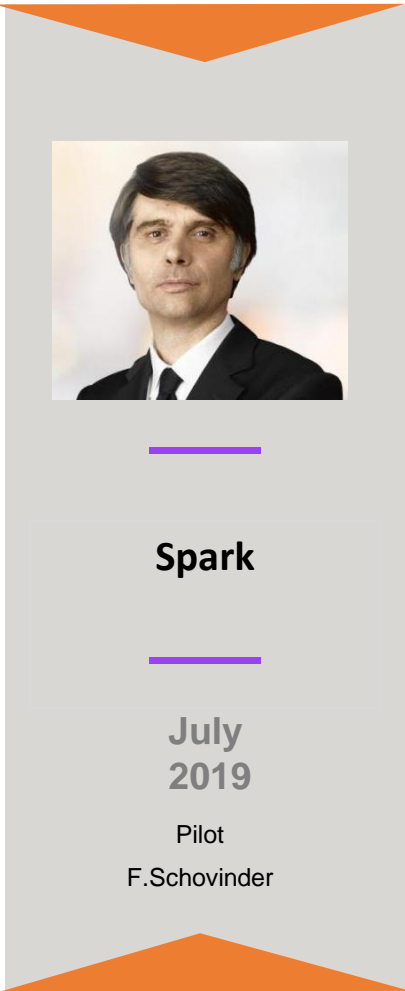
07



Spark

July
2019

Pilot
F.Schovinder



● SPARK

Renov'Action

Planning done

Target	Status:
Q3 2019	Kick off

H.Ferretti

● SPARK

Contato mais fácil

Planning done

Target	Status:
2020	Kick off

C.Pardini

● SPARK

Negociação da parcela

Planning done

Target	Status:
2020	Kick off

M.Bruno

● SPARK

Entrada facilitada

Planning done

Target	Status:
2020	Kick off

A.Arrossi

Done Running Stand-by Alert

Agile Lean Startup Value Up Waterfall