

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

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

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
- Formalization FloorPlan
- Launch TOTVS Opex & Payment System
- Monitoring of Network CashFlow - FloorPlan
- Digital Stock Audit
- Use of Rouanet Law to optimize taxes

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
- 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 / 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

04 NEW MOBILITY FOUNDATION

INSURANCES & SERVICES

- Launch FAM(Octo + bulb)

NEW MOBILITY FOUNDATION

- Decide to commercialise RCI mobility

05 ENGAGED AND COMPETENT TEAM

ENGAGED AND COMPETENT TEAM

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

06 REGULATORY REQUIREMENTS

REGULATORY REQUIREMENTS

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



Become Customer Centric

August 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; Embraccon 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) RCIDirect projet starte

H.Ferretti

Done Running Stand-by Alert



Agile Lean Startup Value Up Waterfall



Become Customer Centric

August 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 X52 range.

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

Back

02



Optimize Core Business Model

August 2019

Pilot
F.Schovinder

Customer RBP

RBP implemented for new and used cars

Target: Q4 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: Q4 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: Train the field force

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: Q3 2019

Status: CRM Campaing to renew al customers offering free revision

R. Darmon

F&I Focus Group

Four meetings at least

Target: Q4 2019

Status: On Going

R.Chaddad

F&I System integration/Competitiveness Benchmark

No answer from supplier

Target: Q4 2019

Status: Long IT development time estimated

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: Q3 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 different 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

Sales Campaign Optimisation/Planning

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

Target: Q3 2019

Status: On going

R.Chaddad

Ensure success of PCP Strategy Sales

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

Target: Q4 2019

Status: On going

R.Chaddad

Shared KPI with Nissan (Penetration/OS Booters)

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

Target: Q4 2019

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

V.Caju

Deposit Activity Launch

Sucessfull access/deposits

Target: Q1 2019

Status: Pilot w ith employees already in place

A.Arrossi

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

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02



Optimize Core Business Model

August 2019

Pilot C.Viegas

Portfolio Sale

Cash inflow from portfolio sale

Target: Q4 2019

Status: First meeting with Santander hold on 21/01

M.Bruno

Investigate reserve account implementation

Necessary gap analysis and costs associated

Target: Q4 2019

Status: Cost TBD w waiting for Santander feedback

A.Arrossi

K-Comm Collection service

Implementation

Target: Q2 2019

Status: Already presented to Renault, w waiting for decision

A.Arrossi

FDC fleet

Invoices done

Target: Q3 2018

Status: Implemented

A.Arrossi

Unique account

Flows network unification

Target: Q4 2019

Status: Cost estimation TBD

A.Arrossi

Launch Nissan Titan

Implementation

Target: Q4 2019

Status: Nissan agreed to start a rate condition for March & Versa in Jun'19, but is still without services..

V.Caju

LLD Project

Project ongoing

Target: Q4 2019

Status: Go received 02/07/2019. From 9 to 14 months to be implemented

R. Darmon

Accompany CPO Programms

Volume

Target: Q4 2019

Status: On going NIC. Renault Selection program rebuilding ongoing. Tests schedule for August on

R. Darmon

Launch UC Balloon Product

Launch date

Target: Q3 2019

Status: 0 contracts up to now. Reasons why under analysis. New interest rate for August (1,34%)

R. Darmon

Dealer RBP

Implementation of different credit policies and prices by dealers.

Target: Q2 2019

Status: Done

M.Bruno

National used cars fairs

On Going

Target: Q4 2019

Status: New "format" being designed

R. Darmon

Launch EGVO

Launch date

Target: 2020

Status: Product development only in 2020 - prior to rental products

R. Darmon

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

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02



Optimize Core Business Model

August 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: Webmotors proposal received and under analysis. High costs of investment and IT

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

August 2019

Pilot
F.Schovinder

Build strong Back office on services

Finalization of Business case

Target: Q4 2019

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

F.Rigotti

Increase Consorcio Sales & Profitability

Quotas incremental

Target: Q4 2019

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

R.Chaddad

Integration of Nissan Strategy on Car Centric Services

TBD after Nissan Strategy Definition

Target: Q4 2019

Status: Maintenance Contract made in House by Nissan. Develop strategy to other car centric products - 50% of the job is done

R. Darmon

Integration Tokio to Multiquoter Car Insurance

Launch date in Multiquote System

Target: Q4 2018

Status: 0

R. Darmon

Roll out multiquoter system

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

Target: Q4 2019

Status: BS

R.Chaddad

Launch EGVN

Launch date in Dealer Network

Target: Q2 2019

Status: 0

R. Darmon

Launch GAP + Deductible insurance (STT)

Launch date in Dealer Network

Target: Q4 2019

Status: System development, training and commercial policy definition. Development project well managed

R. Darmon

Done
 Running
 Stand-by
 Alert

Agile
 Lean Startup
 Value Up
 Waterfall

03



Offensive Services Strategy

August 2019

Pilot
F.Schovinder



Launch MAPFRE 3 Data Pricing

Launch date in Dealer Network

Target:	Status:
Q3 2019	2 months delayed. 90% done

R. Darmon



Launch Renault small fleet fixed price

Launch date in Dealer Network

Target:	Status:
Q4 2019	Pilot in 3 dealers to be expanded.

R. Darmon



Launch Retail My Revision / Revisão programada

Launch date in Dealer Network

Target:	Status:
Q3 2019	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:	Status:
Q1 2019	Finished

R. Darmon



Launch 2ND insurance car -> 6 DATA Pricing

Launch date in Dealer Network

Target:	Status:
2020	Product development only in 2020 - prior to rental products

R. Darmon



BSP Acceleration

Product roadmap definition

Target:	Status:
Q3 2019	Residential Insurance

A.Bittencourt

Done
 Running
 Stand-by
 Alert

Agile
 Lean Startup
 Value Up
 Waterfall

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04



New Mobility Foundation

August 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

August 2019

Pilot
F.Schovinder

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:
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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Regulatory Requirements

August 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

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07



Spark

August 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.Damico

☆ Done ● Running ■ Stand-by ◆ Alert

🔄 Agile 📌 Lean Startup 📈 Value Up ⚠️ Waterfall