

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

DEPOSIT ACTIVITY/FUNDING

- ☆ 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 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

FLEET

- ☆ 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

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

06 REGULATORY REQUIREMENTS

REGULATORY REQUIREMENTS

- ☆ Forecast under IFRS 9

03 OFFENSIVE SERVICES STRATEGY

INSURANCES & SERVICES

- ◆ Build strong Back office on services
- Increase Consorcio Sales & Profitability
- ☆ Integration Tokio to Muliquoter 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 - Tokio Marine -> 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
36	29	6	4
48%	39%	8%	5%

Agile
 Lean Startup
 Value Up
 Waterfall



Become Customer Centric

September 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; Embracon Q4 2018
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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
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H.Ferretti

Full Online Acceptance

launch

Target: Q4 2018	Status: Launched
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M.Bruno

Social Media Opening(no TI)

Facebook/LinkedIn Open accounts

Target: Q2 2019	Status: Planning
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C.Conrado

Full Online Acceptance e-Sign

Signature 80% digital

Target: Q3 2019	Status: Kick off, 5 sprints done
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C.Pardini

Sales Force Marketing Cloud implementation

Launch

Target: Q3 2019	Status: SFMC contract sign, API development ongoing. In two weeks start developmete SFMC
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C.Pardini

Full Online Acceptance CNH-e

3K Id's valid per month

Target: Q1 2019	Status: automatic driver validation test
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F.Rigotti

Full Online Acceptance NOVAR 2.0

Quantity of proposals submitted for payment new platform

Target: Q2 2019	Status: E-sign project
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F.Rigotti

Full Online Acceptance NF-e

eighty percent of automatically validated invoices

Target: Q2 2019	Status: Pilot
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F.Rigotti

OCR - App Novar Phase 2

Roll out

Target: Q4 2018	Status: Done
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F.Rigotti

Loyalty Program - Reward

% Renewal Rate

Target: Q3 2019	Status: Santander change done (1/6) RCIDirect projet starte
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H.Ferretti

Done Running Stand-by Alert

Agile Lean Startup Value Up Waterfall



Become Customer Centric

September 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	Netw ork implementation

M. Bruno

Fast Track

Functionalities

Target:	Status:
Q4 2019	New functionalities been developed

R. Darmon

K Commerce

Functionalities

Target:	Status:
Q4 2019	Adaptations for the X52

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 bring customer kwnowledge to executive

H. Ferretti

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



Optimize Core Business Model

September 2019

Pilot
F.Schovinder

<p></p> <p>Customer RBP</p> <p>RBP implemented for new and used cars</p> <p>Target: Q4 2019</p> <p>Status: On going</p> <p>M.Bruno</p>	<p></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>F.Tournier</p>	<p></p> <p>Competency of our Sales Team</p> <p>Follow RCI Corporate directive + assessment/training of RCI field team</p> <p>Target: Q4 2019</p> <p>Status: On Going</p> <p>R.Chaddad</p>	<p></p> <p>Dealer Portal</p> <p>Define project and scope. RCI Academy optimization</p> <p>Target: Q4 2019</p> <p>Status: Defining the entire strategy of Dealer portal, training and other tools provided to Dealers. Analysing current</p> <p>R.Chaddad</p>
<p></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>R.Chaddad</p>	<p></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: Train the field force</p> <p>R. Darmon</p>	<p></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: Q3 2019</p> <p>Status: CRM Campaign to renew al customers offering free revision</p> <p>R. Darmon</p>	<p></p> <p>F&I Focus Group</p> <p>Four meetings at least</p> <p>Target: Q4 2019</p> <p>Status: On Going</p> <p>R.Chaddad</p>
<p></p> <p>F&I System integration/Competitiveness Benchmark</p> <p>If Go decided, implementation</p> <p>Target: Q4 2019</p> <p>Status: No answer from supplier</p> <p>R. Darmon</p>	<p></p> <p>Improve booking rate</p> <p>Test Control analysis</p> <p>Target: Q3 2019</p> <p>Status: Awaiting pilot test result control</p> <p>F.Rigotti</p>	<p></p> <p>Integration of Training Nissan/RCI</p> <p>SER Nissan site receive a link to integrate RCI Academy</p> <p>Target: Q4 2019</p> <p>Status: link is being created on Nissan Training Program NDP</p> <p>V.Caju</p>	<p></p> <p>PCD cash conversion</p> <p>PCD cash conversion</p> <p>Target: Q4 2018</p> <p>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</p> <p>V.Caju</p>



Optimize Core Business Model

September 2019

Pilot
C.Viegas

<p>Sales Campaign Optimisation/Planning</p> <p>Optmisation / Planning of challenges to cover all population without any gap</p> <p>Target: Q4 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: Q4 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: Plot with employees already in place</p> <p>F.Tournier</p>
<p>Portfolio Sale</p> <p>Cash inflow from portfolio sale</p> <p>Target: Q4 2019</p> <p>Status: First meeting with 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>F.Tournier</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>F.Tournier</p>	<p>FDC fleet</p> <p>Invoices done</p> <p>Target: Q3 2018</p> <p>Status: Implemented</p> <p>F.Tournier</p>
<p>LLD Project</p> <p>Project ongoing</p> <p>Target: Q4 2019</p> <p>Status: Go received 02/07/2019. From 9 to 14 months to be implemented</p> <p>R. Darmon</p>	<p>Accompany CPO Programms</p> <p>Volume</p> <p>Target: Q4 2019</p> <p>Status: On going NIC. Renault Selection program rebuilding ongoing. Tests schedule for August on</p> <p>R. Darmon</p>	<p>Launch UC Balloon Product</p> <p>Launch date</p> <p>Target: Q3 2019</p> <p>Status: 0 contracts up to now . Reasons w hy under analysis. New interest rate for August (1,34%)</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>



Optimize Core Business Model

September 2019

Pilot

F.Schovinder

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

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

Bank ROE optimization

Correct P&L split between companies

Target: Q3 2019

Status: Profit Done / expenses on analysis

F.Tournier

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

F. Tournier

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



September 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 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. Development project well managed. Pilot will start in</p> <p>R. Darmon</p>	<p>Launch MAPFRE 3 Data Pricing</p> <p>Launch date in Dealer Network</p> <p>Target: Q3 2019</p> <p>Status: 3 months delayed. 90% done. Missing final Mapfre system development.</p> <p>R. Darmon</p>	<p>Launch Renault small fleet fixed price</p> <p>Launch date in Dealer Network</p> <p>Target: Q4 2019</p> <p>Status: Pilot in 3 dealers to be expanded. Project system specifications and data interface with Mapfre was postponed to 2020</p> <p>R. Darmon</p>
<p>Launch Retail My Revision / Revisão programada</p> <p>Launch date in Dealer Network</p> <p>Target: Q3 2019</p> <p>Status: French Mission decided GO about RDB channel product Strategy. NDD done and approved june 28th</p> <p>R. Darmon</p>	<p>Launch STR/LTR My Revision</p> <p>Launch date in Dealer Network</p> <p>Target: Q1 2019</p> <p>Status: Finished</p> <p>R. Darmon</p>	<p>Launch 2ND insurance car - Tokio Marine -> 6 DATA Pricing</p> <p>Launch date in Dealer Network</p> <p>Target: 2020</p> <p>Status: Tokio Marine product development only in 2020 - prior to rental products</p> <p>R. Darmon</p>	<p>BSP Acceleration</p> <p>Product roadmap definition</p> <p>Target: Q3 2019</p> <p>Status: Residential Insurance</p> <p>A.Bittencourt</p>

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

Back

04



New Mobility Foundation

September 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 with Renault
COnsulting to check the
viability

C. Conrado



Done



Running



Stand-by



Alert



Agile



Lean Startup



Value Up



Waterfall



Engaged and Competent Team

September 2019

Pilot
F.Schovinder

GPTW

KEEP 85%

Target: Q4 2019

Status: Action plan follow ing GPTW surveys

R.Nascimento

Project Management (PMI,SCRUM...)

Development of project management skills

Target: Q4 2019

Status: Contract and schedule

R.Nascimento

Talent Management (kenoby)

Roll out

Target: Q3 2019

Status: Contract Aligemnt and First Tests

R.Nascimento

VOE

Team buildings/seminars

Target: Q4 2019

Status: Ongoing

R.Nascimento

People@Renault

Roll out

Target: Q4 2019

Status: Corporate planning

R.Nascimento

Done
Running
Stand-by
Alert

Agile
Lean Startup
Value Up
Waterfall

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06



Regulatory Requirements

September 2019

Pilot
F.Schovinder



Forecast under IFRS 9

Replicate the IFRS9 calculation with excel file.

Target

Status:

Q4 2019

Done

M.Bruno



Done



Running



Stand-by



Alert



Agile



Lean Startup



Value Up



Waterfall

Back

07



Spark

September
2019

Pilot
F.Schovinder



Renov Action

Planning done

Target

Q3 2019

Status:

Kick off

H.Ferretti



Contato mais fácil

Planning done

Target

2020

Status:

Kick off

C.Pardini



Negociação da parcela

Planning done

Target

2020

Status:

Kick off

M.Bruno



Entrada facilitada

Planning done

Target

2020

Status:

Kick off

M.Bruno

