

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

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

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 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 - 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
42	24	6	3
56%	32%	8%	4%

Agile
Lean Startup
Value Up
Waterfall

Back


01



Become Customer Centric

October 2019



Pilot
F.Schovinder

 Complete Customer 360 View - Phase 2

Number of data tables integrated

Target:	Status:
Q4 2019	Datalake integration completed Santander by 2020; Embracon Q4 2018



H.Ferretti

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

Conversion

Target:	Status:
Q4 2019	Strategy/Roadmap definition for use of leads generated by Pre analysis


H.Ferretti

  Full Online Acceptance

launch

Target:	Status:
Q4 2018	Launched



M.Bruno

 Social Media Opening(no TI)

Facebook/LinkedIn Open accounts

Target:	Status:
Q2 2019	Planning



C.Conrado

  Full Online Acceptance e-Sign

Signature 80% digital

Target:	Status:
Q4 2019	Kick off, 5 sprints done



C.Pardini

   Sales Force Marketing Cloud implementation

Launch

Target:	Status:
Q4 2019	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:	Status:
Q1 2019	automatic driver validation test


F.Rigotti

  Full Online Acceptance NOVAR 2.0

Quantity of proposals submitted for payment new platform

Target:	Status:
Q2 2019	E-sign project



F.Rigotti

 Full Online Acceptance NF-e

eighty percent of automatically validated invoices

Target:	Status:
Q2 2019	Pilot


F.Rigotti

  OCR - App Novar Phase 2

Roll out

Target:	Status:
Q4 2018	Done



F.Rigotti


 Loyalty Program - Reward

% Renewal Rate

Target:	Status:
Q3 2019	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

October 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 for the X52

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

October 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

F.Tournier



Competency of our Sales Team

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

Target:	Status:
Q4 2019	Concluded

R.Chaddad



Dealer Portal

Define project and scope. RCI Academy optimization

Target:	Status:
Q4 2019	Defining the entire strategy of Dealer portal, training and other tools provided to Dealers. Analysing current situation of training tool (RCI Academy).

R.Chaddad



Dedicated Dealer Agreements

Profitability by dealer to allow/ensure profitable individual agreement

Target:	Status:
Q4 2019	Concluded

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	Done

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	CRM Campaign to renew al customers offering free revision

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	No answer from supplier

R. Darmon



Improve booking rate

Test Control analysis

Target:	Status:
Q3 2019	Awaiting pilot test result control

F.Rigotti



Integration of Training Nissan/RCI

SER Nissan site receive a link to integrate RCI Academy

Target:	Status:
Q4 2019	Done

V.Caju

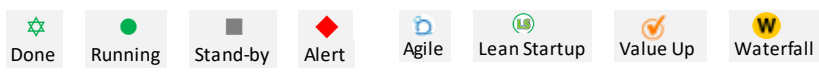


PCD cash conversion

PCD cash conversion

Target:	Status:
Q4 2018	Was tried 3 differents strategies for grow pen on this segment : 0% rate, Replay (balloon Plan) and accessories. But any of them was successful to revert results

V.Caju





Optimize Core Business Model

October 2019

Pilot
F.Schovinder



Sales Campaign Optimisation/Planning

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

Target: Q4 2019
Status: Done

R.Chaddad



Ensure success of PCP Strategy Sales

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

Target: Q4 2019
Status: Done

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

F.Tournier



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 aiting for Santander feedback

F.Tournier



K-Comm Collection service

Implementation

Target: Q2 2019
Status: Already presented to Renault, w aiting for decision

F.Tournier



FIDC fleet

Invoices done

Target: Q3 2018
Status: Implemented

F.Tournier



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 done (Cupom), waiting for Renault to relaunch Selection.

R. Darmon



Launch UC Balloon Product

Launch date

Target: Q4 2019
Status: 0 contracts up to now. Reasons why under analysis. New format and interest rate for October (37 months and 1,39%)

R. Darmon



Dealer RBP

Implementation of different credit policies and prices by dealers.

Target: Q2 2019
Status: Done

M.Bruno



Done



Running



Stand-by



Alert



Agile



Lean Startup



Value Up



Waterfall



Optimize Core Business Model

October 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: Q4 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

Back

03



Offensive Services Strategy

October 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 Multiquoter 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 multiquoter 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 11/2019.</p> <p>R. Darmon</p>	<p>Launch MAPFRE 3 Data Pricing</p> <p>Launch date in Dealer Network</p> <p>Target: Q4 2019</p> <p>Status: 4 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 started in 3 dealers to be expanded. Project system specifications and data interface with M apfre 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: Q4 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

October 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

Back

05



Engaged and Competent Team

October 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:
Q4 2019	Contract Aligmenmt 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

October 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

October 2019

Pilot
F.Schovinder



Renov'Action

Planning done

Target

Q4 2019

Status:

Kick off

H.Ferretti



Contato mais fácil

Planning done

Target

Q3 2019

Status:

Kick off

C.Pardini



Negociação da parcela

Planning done

Target

Q3 2019

Status:

Kick off

M.Bruno



Entrada facilitada

Planning done

Target

Q3 2019

Status:

Kick off

M.Bruno

Done Running Stand-by Alert

Agile Lean Startup Value Up Waterfall