

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

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
68	1	6	0
91%	1%	8%	0%

Agile
 Lean Startup
 Value Up
 Waterfall



Become Customer Centric

December 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

H.Ferretti

☆ ✓

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

Conversion

Target: Q4 2019

Status: The last phase was completed: Renault and Nissan is working on the databases sent by RCI

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: done

C.Conrado

☆

Full Online Acceptance e-Sign

Signature 80% digital

Target: Q4 2019

Status: deployed

C.Pardini

☆

Sales Force Marketing Cloud implementation

Launch

Target: Q4 2019

Status: Delay in the last sprint that will be delivery in 2020.

C.Pardini

☆

Full Online Acceptance CNH-e

3K Id's valid per month

Target: Q1 2019

Status: done

F.Rigotti

☆

Full Online Acceptance NOVAR 2.0

Quantity of proposals submitted for payment new platform

Target: Q2 2019

Status: deployed

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: Launched

H.Ferretti

☆ Done ● Running ■ Stand-by ♦ Alert



🔄 Agile 🗨️ Lean Startup ✓ Value Up ⚠️ Waterfall



Become Customer Centric

December 2019

Pilot
F.Schovinder



 

Modernize the Credit Desk Working Tool

Tool implemented

Target:	Status:
Q4 2019	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:
Q4 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

December 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

F.Tournier



Competency of our Sales Team

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

Target: Q4 2019
Status: Concluded

R.Chaddad



Dealer Portal

Define project and scope. RCI Academy optimization

Target: Q4 2019
Status: 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: Q4 2019
Status: 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: Q1 2019
Status: 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: Q3 2019
Status: CRM Campaign to renew al customers offering free revision

R. Darmon



F&I Focus Group

Four meetings at least

Target: Q4 2019
Status: Concluded

R.Chaddad



F&I System integration/Competitiveness Benchmark

If Go decided, implementation

Target: Q4 2019
Status: No answer from supplier

R. Darmon



Improve booking rate

Test Control analysis

Target: Q3 2019
Status: Awaiting pilot test result control

F.Rigotti



Integration of Training Nissan/RCI

SER Nissan site receive a link to integrate RCI Academy

Target: Q4 2019
Status: Done

V.Caju

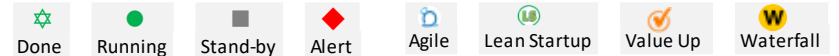


PCD cash conversion

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





Optimize Core Business Model

December 2019

Pilot
F.Schovinder



Sales Campaign Optimisation/Planning

Optimisation / 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 wth 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: RCI Bank has finalized his actions for this plan. Santander has postponed their actions

F.Tournier



K-Comm Collection service

Implementation

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

F.Tournier



FIDC fleet

Invoices done

Target: Q4 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 with new tables and return rate. Waiting for Renault to relaunch Selection, due date November but all systems (coupons on RBP

R. Darmon



Launch UC Balloon Product

Launch date

Target: Q4 2019
Status: New format and interest rate ongoing and launched since October (37 months and 139%).

R. Darmon



Dealer RBP

Implementation of different credit policies and prices by dealers.

Target: Q2 2019
Status: Done

M.Bruno

Back


02



Optimize Core Business Model

December 2019

Pilot
F.Schovinder




National used cars fairs

On Going

Target: Q4 2019

Status: Done

R. Darmon





Launch EGVO

Launch date

Target: Q4 2019

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: Done

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



Offensive Services Strategy

November 2019

Pilot

F.Schovinder



Build strong Back office on services

Finalization of Business case

Target:

Q4 2019

Status:

MVP will be launch in december 23rd. The improvements will be implemented in 2020 (out of first scope)

F.Rigotti



Increase Consorcio Sales & Profitability

Quotas incremental

Target:

Q4 2019

Status:

Sales Volume increased, also Profitability assured more than 10 MBRL of MOP (until Oct/19)

R.Chaddad



Integration Tokio to Multiquote Car Insurance

Launch date in Multiquote System

Target:

Q4 2018

Status:

0

R. Darmon



Roll out multiquote system

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

Target:

Q4 2019

Status:

Pilot, training and launching done. Review of the main points.

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 defined. Development project done.

R. Darmon



Launch MAPFRE 3 Data Pricing

Launch date in Dealer Network

Target:

Q4 2019

Status:

Final Mapfre system development 100% done

R. Darmon



Launch Renault small fleet fixed price

Launch date in Dealer Network

Target:

Q4 2019

Status:

Pilot started in 8 dealers to be expanded. Product done ...MapfreProject system Done.

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 - Tokio Marine -> 6 DATA Pricing

Launch date in Dealer Network

Target:

Q4 2019

Status:

Tokio Marine product development only in 2020 - prior to rental products

R. Darmon



BSP Acceleration

Product roadmap definition

Target:

Q4 2019

Status:

Residential Insurance

A.Bittencourt

Back

04



New Mobility Foundation

December 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

December 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 Aligement 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

December 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

December 2019

Pilot
F.Schovinder



Renov Action	
Planning done	
Target	Status:
Q4 2019	Kick off
H.Ferretti	



Contato mais fácil	
Planning done	
Target	Status:
Q3 2019	Kick off
C.Pardini	



Negociação da parcela	
Planning done	
Target	Status:
Q3 2019	Kick off
M.Bruno	



Entrada facilitada	
Planning done	
Target	Status:
Q3 2019	Kick off
M.Bruno	

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