

Customer Story | Renault On Demand



Renault On Demand
No seu tempo, do seu jeito.

annata
Powering possibilities

Customer **profile**

In an increasingly digitized world, the search for a product or service begins online. The customer's first contact and impressions of the website or application are also decisive when deciding. It is not only the price that is interesting to this audience but the experience.

The natural and instantaneous interaction previously common only on social media became even more necessary when brands began offering their products over the Internet. In this scenario where the consumer is always with the display of your product in hand, it is necessary to enchant and retain it.

That is why, for some time, so some innovative business models have emerged, capable of combining the ease of use of the platform with the benefits that the product offers, from the moment of acquisition to its use.

And to surprise, it is necessary to present an innovation. In an action to expand its concept of global mobility, the Renault Group founded, in 2020, a start-up: Renault on Demand, a partnership with RCI Serviços to present the car subscription service on demand to the Brazilian market and that can be contracted to through the Internet. Brazil is the first market to receive this modality outside of Europe.

The Microsoft and Annata integrated solutions allowed RCI Serviços, Renault On Demand, a start-up of the Renault Group to carry out an innovative project for automotive companies through a 100% online platform: Brazil is the first market to receive this novelty outside of Europe.



A business model based on Dynamics + A365

The purpose of the start-up was to deliver an efficient operation of the new business, through a solution that would serve the user from end to end, also covering commercial, financial, legal, and post-sale processes. Without forgetting that, in addition, this operation had to be linked to the car factory and Renault dealers' network.

With this challenge in hand, one of the steps was the selection of a high-performance solution that allowed unlimited scalability, regardless of the volume and number of accesses. The chosen one was the solution of Microsoft and Annata.

Through Dynamics + A365, it was possible to achieve a fully digital and integrated business model. The base software combines four Microsoft environments (business applications, Azure, Modern Work & Data Analytics) combined with Annata, an automotive platform with full integration between departments and systems (ERP and CRM). Through a single technology partner, together with Inove by Nexer, all solutions are fully operational, simple, and efficient.

According to Grasiano Gandini, IT coordinator at Renault On Demand, the determining factor for the choice of Microsoft and Annata considered two crucial points: native integration and rental modules. It also highlights the features of the platform. "The solution has a very user-friendly and intuitive interface, which facilitates the rapid absorption of knowledge by the operational team," he says



On demand: **the evolution of consumption**

Thinking on demand is thinking of a personalized consumption model. This business style embraces the perception of the user as energy to improve their online journey. It is not only about the possibility of contracting at any time or from anywhere, but about the ease of contracting, the good service offered, the short response time, the saving of time, the comfort, the high availability of services and, above all, give the user the certainty of his high power of choice.

By hiring an on-demand service, the client can benefit from a modern technological system, in a secure environment, and with great support. The logistics that, for some products, are great differentials. When making the subscription plan for a Renault car, for example, the subscriber can choose between picking up the car or choosing to have it delivered wherever it is.



Innovation and mobility together in the same direction

Everything in the subscription service can be customized. With Renault On Demand, the user has a new car whenever they want and for the price of a single monthly fee. It is possible to choose the vehicle, the color, the mileage, the plan -there are 4 currently available-, the accessories and extra services available, in addition to having several included facilities that allow peace of mind from day to days, such as assistance, 24 hours a day, documentation and preventive and corrective maintenance

When entering the platform, the consumer follows a basic step-by-step: in the first stage, he chooses the vehicle that best suits his profile, then proceeds to register and wait for the credit analysis. Immediately after confirmation, simply digitally sign the contract plan and enjoy the purchase. Simple, fast, uncomplicated, and, best of all, without leaving home.

The option to join a subscription club is practical in many ways, especially when it comes to eliminating additional vehicle expenses. As stated above, a subscription adds everything the driver may need in a single monthly plan, such as permits, tire changes, and mandatory checks.

In addition to choosing the car and all its configurations, the client also chooses the time of the contract. And, since it is an alternative to the conventional purchase, it is not possible to buy a used car. At the end of the plan, the subscriber can return the vehicle or renew the contract, thus receiving a new car.



Experience as a **determining factor**

According to a survey conducted by Accenture, consumers would pay more to have a good shopping experience. Therefore, the first contact and journey of this consumer must be satisfactory from the first click, which opens opportunities for new connection proposals with this customer, always offering a functional and integrated environment. And, to achieve this satisfaction, it is necessary to focus on customer service, after-sales, and the synergy between the online and offline environments. That is why Renault On-Demand designed this path and made this integration possible, which is a success story in terms of usability.

Today, Microsoft's solution and Annata represent the technological core of the new service. Looking ahead, an objective of the company is to deepen the solutions already acquired. "We know that the set of solutions we already have has a much greater potential for functionality and we can advance a lot in innovations with what we already have in hand", concludes Gandini.

As mentioned at the beginning, the future is in this digital experience. What makes the user 'close the contract' is exactly how the brand can impact him, wherever he is. On the Internet, this is even more significant, as it implies commitment and loyalty. According to the Mobile Payment Journey survey, the number of smartphones will exceed that of humans in 2021. In this context, it is necessary to find solutions to understand and satisfy the consumption habits of an increasingly connected generation. And for that user experience to be completely satisfying from start to finish, you can rely on digital innovations from Microsoft and Annata.



“

We focus a lot on a robust, modular, and highly integrable architecture, based on microservices, which gives us a lot of freedom to constantly transform our solution into a warehouse of cutting-edge technology and innovations.

Grasiano Gandini

TI Coordinator, Renault On Demand



Renault On Demand
No seu tempo, do seu jeito.

annata
Powering possibilities