

Case study | Renault On Demand

# How Renault On Demand went **from static offerings to new business model integrations**



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# Amid digital trends, **Renault innovates with on-demand car subscriptions in Brazil**

In our digital era, the product search starts online, with the customer's initial impressions crucial in decision-making. Beyond price, the audience values the overall experience. The shift to online product offerings, especially in a scenario where consumers have constant access, necessitates enchanting and retaining customers.

Innovative business models have emerged, combining platform ease with product benefits from acquisition to usage. The Renault Group, aiming for global mobility expansion, founded Renault On Demand in 2020—a startup in partnership with RCI Serviços, introducing on-demand car subscription services to the Brazilian market, accessible through the Internet. This marks the first deployment of this model 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.





# Aspiring for ambitious goals, **Renault On Demand sought a high-performance solution**

The startup's aim was an efficient end-to-end operation covering commercial, financial, legal, and post-sale processes, intricately linked to the car factory and Renault dealers' network.

The challenge involved selecting a high-performance solution ensuring unlimited scalability, leading to the choice of Microsoft and Annata.



# Advancing with Annata and Microsoft, **Renault** achieves seamless, scalable operations

Utilizing the Microsoft Dynamics 365 and A365 combination achieved a fully digital, integrated business model, blending Microsoft environments and Annata's automotive platform for comprehensive ERP and CRM integration. Partnering with Inove by Nexer, the solutions proved fully operational, simple, and efficient. Grasiano Gandini, the IT coordinator at Renault On Demand, emphasized the significance of Microsoft and Annata's selection, citing two crucial factors: native integration and rental modules.

He also praised the platform's user-friendly and intuitive interface, facilitating rapid knowledge absorption by the operational team.

"The solution has a very user-friendly and intuitive interface, which facilitates the rapid absorption of knowledge by the operational team," he says.



# Adopting on-demand thinking **prioritizes user-centric, flexible consumption experiences**

Anticipating on-demand needs means embracing a personalized consumption model. This business approach values the user as a source of energy to enhance their online journey. It goes beyond the convenience of contracting anytime, anywhere, emphasizing easy contracting, excellent service, swift response, time-saving, comfort, and high service availability. The focus is on providing users with the certainty of their significant power of choice.

Opting for an on-demand service ensures access to a modern technological system within a secure environment, backed by robust support. The logistics, a notable differentiator for certain products, further enhance the user experience. For instance, when subscribing to a Renault car plan, subscribers can opt for car pickup or convenient delivery to their location.





# Accessible and all-inclusive, **Renault On Demand provides tailored car subscriptions**

Renault On Demand offers full customization, allowing users to choose the car, color, mileage, and one of the four available plans—all for a single monthly fee. This subscription includes accessories, extra services, and various facilities like 24/7 assistance, documentation, and preventive and corrective maintenance, providing peace of mind. Entering the platform is a simple step-by-step process: users select their ideal vehicle, register, and await credit analysis. After confirmation, they digitally sign the contract and enjoy a straightforward, fast, and uncomplicated purchase, all from the comfort of home.

Joining the subscription club proves practical, eliminating extra vehicle expenses with a comprehensive monthly plan covering permits, tire changes, and mandatory checks. Clients not only customize their cars and configurations but also choose the contract duration. Since it's an alternative to conventional purchases, buying a used car isn't an option. At the plan's end, subscribers can return the vehicle or renew the contract, receiving a new car.



# Accentuating experience as a decisive purchasing factor

According to a survey by Accenture, consumers are willing to pay more for a positive shopping experience. This underscores the importance of ensuring a satisfactory first contact and journey for the consumer, creating opportunities for new connections, and providing a functional, integrated environment from the initial click.

To achieve this satisfaction, a focus on customer service, after-sales support, and the synergy between online and offline environments is crucial. Renault On Demand has successfully designed and implemented this integration, resulting in a success story in terms of usability.

Currently, Microsoft's solution and Annata serve as the technological core of Renault On Demand's new service. Looking ahead, the company aims to deepen the solutions already acquired. In the words of Gandini, "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."

As emphasized from the beginning, the future lies in the digital experience. The impact of a brand on the user, regardless of their location, is key to closing the contract. Particularly on the internet, this impact holds significant weight, implying commitment and loyalty.

The Mobile Payment Journey survey predicts that the number of smartphones will surpass that of humans in 2021, highlighting the need for solutions to understand and satisfy the consumption habits of an increasingly connected generation.

For a user experience that is satisfying from start to finish, one can rely on the digital innovations offered by Microsoft and Annata.

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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



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