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CRM SOLUTIONS

RENAULT TRUCKS SALES TOOL: PARTNER CRM

CUSTOMER CASE

Renault Trucks' CRM approach is the best example of customer-centric transformation in the truck sector of the automotive industry.

Customer Overview

Renault Trucks, a division of Volvo Group, is one of the largest European manufacturers of commercial vehicles. In 2004, it had over 37 percent of the French market, sold its products in 100 countries and through more than 1,400, dealers.

Backgrounds

In 1996, Renault Truck launched Partner Proposition, a sales tool which helps salesmen build proposals. It was a real success and for this reason, Renault Trucks decided to set up a new tool to integrate its customer data.

Challenges

Renault Trucks' main goal was to continue to improve its relationship within sales force and, offering them a new sales tool to exploit their customer data.

Our Approach

To meet the business requirements of Renault Trucks, this solution helps sales managers meet their challenges, improves pipeline visibility, sales effectiveness, and bottom line results. At the same time, this solution should be easy to use and give Renault Trucks Sales Department a global visibility on sales.

A Siebel solution was chosen because it was



the most complete and flexible solution.

Volvo IT defined a specific architecture to meet Renault Trucks needs. This solution helps each sales manager get a global outlook on its salesmen's activities. With this kind of architecture, the sales manager is able to consolidate his or her salesmen's data by synchronizing. Synchronization is essential because Renault Trucks has many traveling salesmen who need to maintain relationship with their manager.

A successful solution

This Siebel solution implemented is:

- A global tool, usable in each country and by

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different levels of users so that Renault Trucks would be able to manage its distribution network, private dealers and its own dealers. This solution is used by dealerships (salesmen, sales managers, directors and sales assistants) and by the Renault Trucks Sales & Marketing Departments.

- A multifunction tool: the central marketing Department of Renault Trucks is able to manage marketing campaigns and target customers. This solution also provides functionalities that help the salesmen manage sales activities (mailing, customer visit scheduling...) and build operational reporting.
- Easy to use: It is based on a complete home page where the most useful data is available on one page to save dealers time.
- Powerful: Salesmen have a direct access to their current proposals. They can also easily target potential customers thanks to marketing automation functionalities.
- Integration: With Partner Distribution (the sales support and administration tool of Renault Trucks) and Partner Proposition, the sales force can share and re-use the same information between these three applications.
- Data synchronization: For sales managers to consolidate data of his or her salesman.

Benefits

Volvo IT had given Renault Trucks a tool that help salesmen improve their sales process and give Renault Trucks a global visibility on sales to better drive the sales strategy.

The success of this tool can be measured by the

growing number of users. In 2004, Partner CRM was used by more than 1500 users all over the world (550 in France, 300 in Spain, 170 in Italy ...).

One of the main reasons for this success: Partner CRM is easy to use and salesmen can work in a more efficient way.

Why has Renault Trucks chosen Volvo IT?

Before developing this solution, Volvo IT spent a lot of time analyzing business needs from the dealer side and from Renault Trucks. Thanks to Volvo IT's experience in the trucks industry, our consultants could build a global, complete, flexible and easy-to-use sales tool.

We also developed new functionalities to adapt new solutions to meet Renault Trucks business changes.

Project perspectives

Renault Trucks now has one of the most powerful CRM solutions in the market. This solution is still under continuous development since 2000. A new version was set up in 2002 and an upgrade from Siebel 5 to Siebel 7 has been realized in 2003. In 2004, Volvo IT also adapted Partner CRM to the new European regulation.

With such projects, Volvo IT continues on developing this application, to ensure its daily synchronization and manage punctual evolutions according to users' requests. Following the success of Partner CRM, Renault Trucks would like to continue to improve CRM functionalities to be much more powerful and competitive.

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