

CRM SOLUTIONS

RENAULT TRUCKS CONTACT CENTRE

CUSTOMER CASE

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

Customer overview

Renault Trucks, a division of the Volvo Group, is one of the largest European manufacturers of commercial vehicles. In 2004, it had more than 37 per cent of the French market, 14,182 employees and sold its products in 100 countries and through more than 1,400, mostly European, dealers.

Background

In 2000, Renault Trucks, which works extensively with dealers, was still mainly product oriented, offering no packaged services. It was facing the deregulation of the industry in Europe in 2003 that was going to enable dealers previously devoted to Renault Trucks to sell competitors' products, especially spare parts. This change highlighted the need to improve the company's service to dealers.

Challenges

Renault Trucks' main goal was to build the strongest possible relationship with dealers, increasing their satisfaction and loyalty and strengthening its brand. A closer link needed to be created between the manufacturer and its dealers and end customers.

Volvo IT's challenge was to build a Siebel solution which took care of the new process and enabled business development improvement.

Our approach

To remain close to its dealers and customers, Renault Trucks wanted a contact centre. Since 2000, Volvo IT has developed and deployed its After Sales Contact Centre based on a Siebel



application. The success of this project was based on five key concepts that Volvo IT developed during the project.

- Case traceability: Each phone call is recorded as a case in the Siebel tool. All the cases are used to track the entire case management process. For example, specific actions can be associated with each case.
- Rationalisation of the processes: Ability to transfer cases to different levels of support (example: Level 1 – front office to Level 2 – back office) or other departments concerned.
- Information centralisation: To save time, Level 1 users have access to Level 2 and Level 3 solutions.
- Data reliability: Master data come from SAP databases, which guarantees that they are up to date.
- The Siebel tool was given a knowledge database for incident tracking.

ATION TECHNOLOGY

Contact Center lines

- Renault trucks, 24/24 - Renault Trucks, end users (drivers)
- Techline - Dealerships (workshops)
- Truckline - Dealerships (salesmen)
- Infoline - Dealerships (business applications users)
- Partsline - Dealerships (stores)
- Customer Service Line - Customer

Our solution

This Siebel Contact Centre, a contact centre solution implemented by Volvo IT, keeps track of all interactions and builds on its constantly evolving shared knowledge base.

The main goal is to provide the network with “the right contact and the right solution in the fastest possible time”.

By setting up a contact centre, our customer is able to offer rapid, quality solutions to its dealers.

Volvo IT had given Renault Trucks management and tracking activity tools. Various management indicators to measure performance were implemented, including classic call centre metrics like first-time resolution rates and average handling time.

Service Level Agreements (SLA) were implemented with the dealers and internally between the front and back offices of Renault Trucks itself.

There are approximately 25 internal SLAs, which in turn are supported by more than 400 performance management indicators that differ according to the level of personnel (managers, operators, dealers and so on).

Benefits

The success of this contact centre, measured in terms of increases in both revenue and profitability, has been really important.

- In 2003, more than 170,000 service calls were handled (20,000 in 200)
- 95% of the calls were answered in less than 20 seconds
- First-call resolution rates improved by 70%
- Dealer satisfaction rates, although sensitive and benchmarked against the competition, have improved substantially
- Operational service costs are more tightly controlled and have been reduced
- 71,000 service requests have been managed every year through the web channel

Project perspectives

Renault Trucks is now able to locate problems and solve them quickly, by making a daily result check where all dealer interactions are assessed.

The solution has been continuously developed since 2000. A new version was launched in 2003 and an upgrade from Siebel 5 to Siebel 7 was realised in 2004.

With projects of this kind, Volvo IT is continuing to develop these applications, while ensuring its daily maintenance and managing punctual evolution processes in accordance with user requests.

François Brothier, CIO, Renault Trucks

“Volvo IT is an efficient partner to manage our data-processing tools thanks to its methods which ensure a high quality level and respect for deadlines.”

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