

SALES & MARKETING SUPPORT

## MY Renault App

### GOAL

To improve customer retention, loyalty and the aftersales business.

### SOLUTION

A user-friendly app for Renault owners that assists and guides them through their vehicle's lifecycle, utilises the online channel to drive them to the service centres with personalised offers and – on top of that – provides value measures of digital contribution to the business.

### RESULTS

**+226%**

AFTERSALES LEADS AFTER MY  
RENAULT LAUNCH IN 2016

**+84%** WORKSHOP  
ENTRIES COMING FROM  
ONLINE CHANNEL

**+240%**  
MY RENAULT VOUCHERS  
USED

