



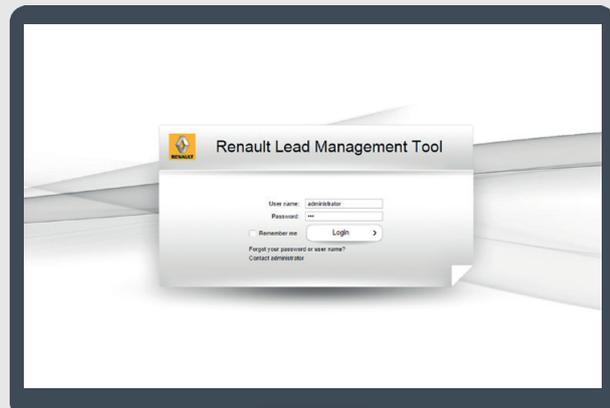
BENEFITS LMT:

- ✓ high standard of customer support
- ✓ support of diverse communication channels
- ✓ significant input in strategic analyses (reports)
- ✓ rich selection of features
- ✓ automation of the process
- ✓ ability to define response templates
- ✓ user-friendly operation
- ✓ multiple language versions

How Renault turns potential clients into actual ones – management of leads using LMT

One of the key factors in deciding on buying a given car and remaining truly satisfied with the purchase, is the very process of buying and after sales support received by the client. In this area, the best companies are those that are capable of efficient lead management, providing high quality services in the shortest amount of time possible. At Renault, dealerships use a system created by MakoLab – the Lead Management Tool (LMT) – for management of more than a million leads around the globe.

OVER 1 MILLION RENAULT LEADS



CLIENT

120 years of operation of Renault Group – the global manufacturer of cars of French heritage – is a wonderful story of development of one of the world's most recognizable brands. Over 130 000 employees of Renault in tens of countries produce cars driven on roads of the entire planet. Since 1999, the corporation has functioned as the Renault-Nissan Alliance, which belongs to the world's leading automotive manufacturers. Its offer includes a wide selection of car models from the brands of Nissan, Renault, Dacia and Infiniti.

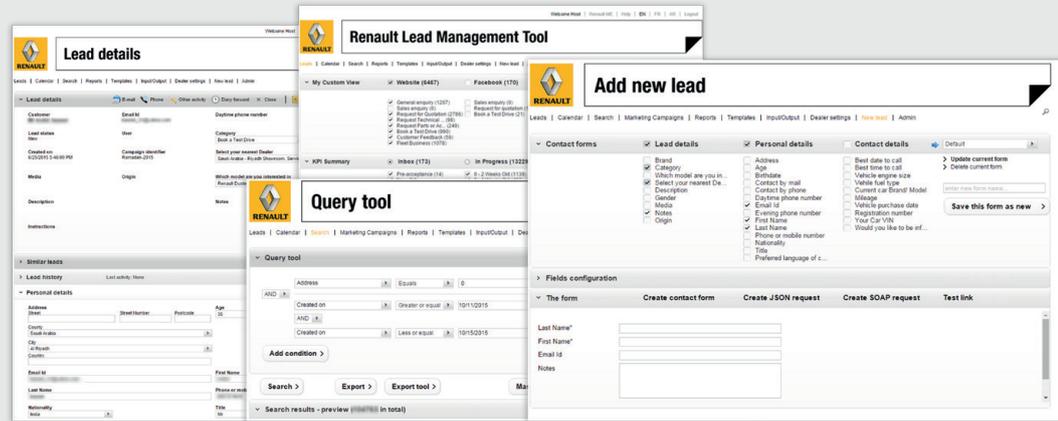
TASK

Conducting business in the automotive industry requires meeting the highest standards in the field of client support. In order to establish them, one must consider several important factors. A company obtains data from different sources (marketing campaigns, contact forms, call center activity, external databases etc.) and needs to categorize them in different manners. The clients' queries themselves may pertain to different issues (potential client, after sales support, used cars etc.) and must therefore be assigned to relevant entities on the part of the manufacturer

(dealerships, service workshops etc.). Keeping these factors in mind, leads must be classified, prioritized and assigned to particular dealerships. Optimally, everything should happen on the basis of a single platform which, at the level of dealerships – allows for easy management of leads, and at the level of the headquarters of the company – provides full control of processes.

Renault needed a tool that would enable it to take care of its clients from their very first visit on the company's website, until the final phases of the purchase process. All this, naturally, in the shortest amount of time possible. The goal of the project was to deliver a solution that would maintain flexibility in entering data and ensure automation of the process.

function is to collect and manage data concerning current and potential clients. Data collected in LMT originates from different channels of contact with the client (marketing campaigns, contact forms, call center activity, external databases etc.). The basic functionality consists in processing of the obtained data and its automatic distribution unto entities responsible for proper realization of a query. In case of Renault, this means transferring it to a dealership best suited for realizing expectations stated in the query. In some countries that use LMT – thanks to the tool being integrated with another of MakoLab's solutions, the Dealer Locator – the user may choose the preferred/nearest dealership and send their query directly there.



The tool would allow for exporting and importing data from external systems. It would also provide hints that aid in ordering and categorizing leads. Another functionality was to generate automatic e-mail communications with a dealership, containing the status and scheduled operations related to assigned leads.

The headquarters of Renault placed emphasis on maintaining full control over client support in individual units of the corporation. Therefore, the tool would also be capable of automated creation of reports – e.g. sales conversion, lead category summary, support duration etc. This feature would deliver information crucial in the process of planning and making strategic business decisions.

SOLUTION

Lead Management Tool (LMT) is a Web-based, CRM-class solution whose

The built-in e-mail mechanism that sends automated messages with lead status to associated staff has been a standard function of LMT since its inception. The system has been extended by a module for e-mail communication with clients, which enables the clients themselves to monitor the progress of realization of an order.

LMT may be configured in a variety of ways, thanks to a flexible approach to creating connections between the system's settings (communication channels, order statuses, roles of entities involved in the process of lead management, scope of competences and responsibilities, particular fields in databases). Moreover, LMT allows for generation of non-standard forms from sets of fields defined in the system, which may be later placed at a chosen location (e.g. on a website). The system is based on integration of different types of webservices, which allows for automatic importing and exporting of data from

external systems, its filtering, ordering and transferring to other applications. This helps avoid duplication of data present in other tools and, as a result, minimize the risk of errors that may impact the quality of customer support.

From the ground up, the project assumed operations in a multicultural environment. Therefore, the current version of LMT is available in multiple languages. Moreover, parameters of distribution and monitoring of work take into account regional and cultural circumstances, such as working hours of dealerships.

The wide selection of tools for reporting allows for quick generation of reports in the form of tables and charts according to multiple criteria, e.g. time of response to a query in a given dealership, conversion or overall lead status. Consequently, LMT can be used as a tool that provides valuable input relevant to strategic business analyses.

RESULTS

Introduced in 2012, the Lead Management Tool is today used by hundreds of employees and representatives of Renault in 15 sales regions scattered around the world. This versatile system allows for ordering and managing a highly diverse database of countries of the GCC region (e.g. Saudi Arabia, UAE, Kuwait and Iraq), functioning in the structure as a single cluster of Renault. Additionally, close cooperation with Renault helped introduce several improvements to the tool – every year, it is extended with a new set of functionalities delivered by MakoLab for the corporation. In 2015 only, there was a dozen of implementations. The total number of Renault's collected, processed and managed leads exceeded one million a long time ago, but the system allows for supporting a much bigger database.



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MakoLab SA is a marketing and technology agency oriented at supplying the clients with comprehensive, dedicated solutions for enhancement of Internet communications and supporting business processes. For more than 25 years we have been addressing business needs of global corporations as well as local enterprises, working mainly in the Automotive, Finance and Insurance or Commercial Real Estate industries.

The products and services of the company are present in 60 countries, on all continents. MakoLab also partners world-class organizations of the Semantic Technologies area in building standards for classifying data in search engines.