

Challenge

How to retain our clients using our data better?

Team 7



ARVAL
BNP PARIBAS GROUP



"I'm not proactively informed when my cars are almost at the end of their contract"



Mid Corp Customer
Arval UK

"I did not hear anything from Arval so I found a new beautiful car at another leasing company"



Retail Customer
Arval France

"I do not have the resources to start a new data based sales project from scratch"



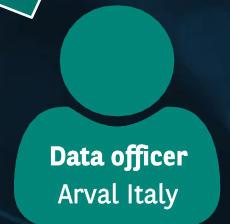
Sales Director
Arval Spain

"I'm very busy and I don't really know which customer I should call first"



Account Manager
Arval France

"Where should we start with the data analysis? We do not have the right knowledge in-house"



Data officer
Arval Italy



SOLUTION

**Increase customer retention by
international deployment of customer scoring**

Data analysis



**Customer
segmentation**

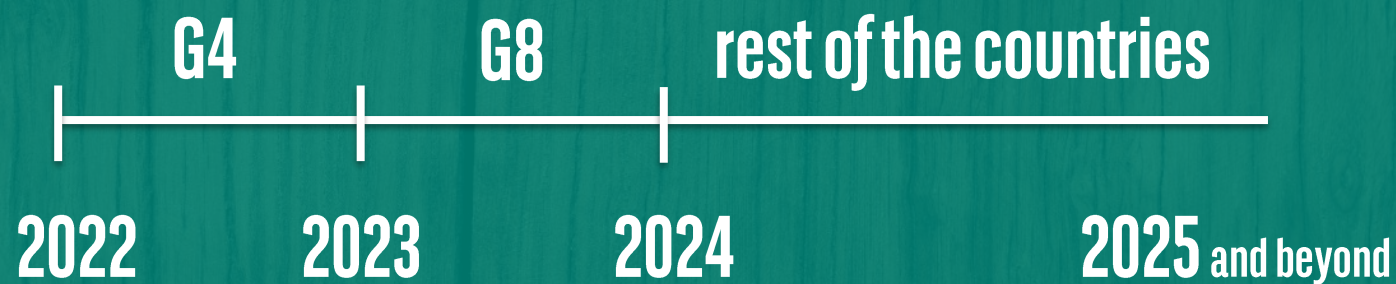


**Personalized
campaigns**





International toolkit





BENEFITS

Optimize sales & marketing activities and efficiency

Improve the performance of retention marketing campaigns

**Fully aligned with
ARVAL
BEYOND**



Increase customer satisfaction

Acceleration of data maturity



**“We will generate €29.1 million by finally
using our data better!”**

Arval France

Cost €20k
Benefit €6.6 mln

Arval Italy

Cost €20k
Benefit €7.0 mln

Arval Spain

Cost €20k
Benefit €6.5 mln

Arval UK

Cost €20k
Benefit €6.2 mln

Arval G8

Cost €80k
Benefit €2.8 mln



INTERNATIONAL CUSTOMER SCORING PROJECT PLAN			2022 - G4				2023 - G8				2024 – 2025 and beyond - Rest of the countries							
Task ID	ACTIVITY DESCRIPTION	STATUS	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1,00	Define the Scope and Key Stakeholders																	
1,01	Define the scope																	
1,02	Define the stakeholders																	
1,03	Choose a Project Manager / Leader																	
2,00	Data																	
2,01	Define what data you need (e.g. NPS, past renewal campaign results, risk rating, recovery, existing fleet, SIV, etc.)																	
2,02	Understand if the data is accessible, internally (e.g. DRIVE, DYNAMOS, HIPPOS) or externally (e.g. BNPP data, SIV)																	
2,03	Assess the quality of this data (origin, updating, etc.)																	
2,04	Understand if there are any constraints or prerequisites for using the data																	
3,00	IT Specifications & Model Development																	
3,01	Choose your IT solution																	
3,02	Understand how your IT solution will work																	
3,03	Map out the end results - P1 (more likely to renew) P2 (more likely to extend) P3 (more likely to be rejected). These labels are pushed to Salesforce / XXX and displayed to the users with a color code.																	
3,04	Position Sales Teams to use P1, P2 and P3 labels																	
3,05	Rebuild the models regularly																	
4,00	Test & Improve																	
4,01	Plan getting started																	
4,02	Test the tool																	
4,03	Monitor the tool																	
4,04	Take learnings from the testing and improve																	
5,00	Deployment																	
5,01	Launch of a new SEMI- AUTOMATISED & PERSONNALISED campaign aimed at maximizing the renewal rate for mid sized corporate / retail customers.																	
5,02	Validate the approach by reviewing your results																	
5,03	Share your learnings outside of the project i.e. with other countries (Data Community).																	
5,04	Identify new uses for the data (acquisition etc.).																	

Let's earn
€29.1 million together!



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