

Renault laps competitors.

Top French automaker uses Adobe Campaign to keep current and prospective customers around the world engaged with personalized, targeted one-to-one communication.



RENAULT



"My Renault was created to help us communicate with our customers in the way they want us to. Adobe Campaign enables us to do just that, as well as understand how we can add value to those relationships."

Adeline Wattellier, head of multichannel CRM, Renault

SOLUTION

Adobe Campaign solution within Adobe Marketing Cloud

RESULTS

20%
INCREASE

CONVERSION

Boosted registration for My Renault customer owner portal



CENTRALIZE

Standardized platform to support international, regional, and local campaigns with consistent messages and branding



VISIBILITY

Gained powerful insights into cross-channel customer behaviors and preferences to help formulate more personal, targeted messages



FOUNDATION FOR FUTURE

Established function-rich, scalable platform to support more sophisticated marketing strategies

Renault

Established in 1898

Employees: 121,800

Boulogne-Billancourt, France

www.group.renault.com

CHALLENGES

- Deploying consistent, relevant cross-channel campaigns
- Improving marketing agility by increasing in-house marketing capabilities and adopting a unique worldwide solution for Renault CRM
- Supporting sophisticated marketing activities with more targeted, personalized content

From dealerships to multichannel customer experience

Founded in 1898, Renault has a long history of excellence in automotive design, manufacturing, and retailing, as well as in motorsport. Over the years, the French auto company has grown into an international brand with 50% of its sales in Europe, selling millions of passenger, sport, electric, and commercial vehicles each year under the Renault, Dacia, and Renault Samsung Motors brands in 128 countries.

The core of the company's business has been its dealerships, which have made customers' car buying experiences as comfortable and personable as possible for decades. To complement its traditional sales strategies, the company has embraced digital channels to inform customers about new products and auto trends. Most recently, the company launched its My Renault customer owner portal, helping to keep loyal customers engaged between purchases, provide support, exclusive content and offers, enable them to make service appointments, and remind customers of scheduled services.

"Sending the right message at the right time requires a complete understanding of the customer and of their journey as they engage with us across channels," says Adeline Wattellier, head of multichannel CRM at Renault. "The most significant challenge has been tying all of the individual channel data together to develop a seamless conversation with customers."

The company's vision was to retire progressively its legacy campaign platform and adopt a robust solution that could integrate its existing customer database, helping to monitor, analyze, and personalize customer experiences. Renault also wanted to deploy new, cross-channel campaigns that leverage customer data to engage audiences with the most relevant information and digital assets. Additionally, the company wanted to enable international, national, and dealership marketers with centralized campaign content to deliver consistent messages across corporate and local communications.

Beyond supporting more consistent cross-channel campaign strategies, Renault saw a significant opportunity to build marketing agility and efficiencies, saving time and money. Most importantly, adopting a more function-rich, easy-to-use digital marketing platform would enable Renault to bring previously outsourced campaign activities in house, improving control over data, increasing responsiveness to customer needs, and cutting agency costs.

An adapted multichannel solution

With the Renault culture built around implementing leading-edge technologies within every aspect of its business—from its cars to its dealership service departments—the company's marketers took the same approach when adopting a new campaign solution. Renault looked immediately to Neolane, now part of Adobe, as a premiere provider of digital marketing solutions and implementation services, and chose to adopt Adobe Campaign, part of Adobe Marketing Cloud.



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"We knew Adobe Campaign was one of the best solutions on the market and, after digging deeper with a several month pilot, we saw how it would help us support a more cohesive, multichannel strategy," says Adeline Wattellier. "Ease of use was also a significant factor, since we wanted to enable so many different users with the solution. Especially when, at dealerships, many employees haven't had experience with a solution like Adobe Campaign." During the pilot, the company rolled out the solution to key markets—including Italy, France, and Russia—with the full support of national stakeholders.

With Adobe Campaign, Renault is centralizing mail, email, online, and SMS campaign management to support its distributed marketing model. Having a single management solution and improved integration with its central customer database, the company can better track individual customer journeys across touch points. Renault can gain a richer understanding of customer segments and geographies, helping to deliver more targeted campaigns.

Additionally, as a customer engages with the website and requests a quote or model information, Renault can offer the most relevant and appealing information. Then, if a test drive is taken at a dealership, Renault can use both behavioral and database information, to send a personalized and branded follow-up email or text message to the customer. Similarly, customer data collected throughout the sales cycle can be used for customer care through the dealership, call center, or My Renault, the company's owner website.

By applying granular insights collected with Adobe Campaign, My Renault is enhancing customer relationships. "My Renault was created to help us communicate with our customers in the way they want us to," says Adeline Wattellier. "Adobe Campaign enables us to do just that, as well as understand how we can add value to those relationships."

Increased speed and control

Promotional materials sent to customers from corporate offices and dealerships—such as discounts and special pricing offers on tires or accessories—do not always have the same pricing. Centralized campaign management is also going to help ensure that Renault will maintain a unified voice and delivering consistent messages. Furthermore, Renault marketers have better visibility into campaign performance and can effectively communicate results to teams without relying on third parties for data collection and reporting.

"Before using Adobe Campaign, we relied heavily on agencies to provide data on customer behaviors and deploy new campaigns," says Adeline Wattellier. "Because we have advanced capabilities in house, we significantly cut costs and can respond to customer trends and needs faster."



SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign solution.
- Capabilities used include:
 - Campaign management
 - Visual cross-channel orchestration
 - Integrated customer profile
 - Personalized targeting
 - Centralized offer management
 - Cross-channel execution
 - Operational reporting

For more information

www.adobe.com/solutions/digital-marketing.html



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Next-level service

Another way Renault is keeping customers engaged is through driver workshop visits for maintenance or car repair. When customers arrive at workshops, dealerships collect contact information from customers and feed customer details into dealer data management systems. By connecting dealer data with database information, Renault re-engages participants within days proposing a sign-up for the My Renault owner portal. Since taking this approach, the company has seen a 20% increase in monthly registrations.

Because the company has a central solution for collecting and consolidating customer profile information across the full customer journey, Renault is now focused on developing more sophisticated interactions that enhance relationships. For example, the company plans to connect Adobe Campaign with its connected car system—called R-link—to provide service reminders to customers.

“With Adobe Campaign, we can engage with customers during the most relevant, timely opportunities, regardless of device or digital channel,” says Adeline Wattellier. “This enables us to continually evolve our strategies and provides us confidence that we can keep pace with the growing needs of our customers.”

Renault also looks forward to taking advantage of additional Adobe Marketing Cloud solutions—including Adobe Experience Manager and Adobe Analytics—to enhance insights into customer preferences and improve how it manages digital content. By increasing adoption of Adobe solutions, the company can increase integration between systems, add new marketing capabilities, better leverage insights, deliver more targeted content, and take even greater control of its digital assets to support campaigns across geographies, as well as its primary digital properties.