



**RENAULT**  
Passion for life

Renault Store - Application guide

# Digital tools



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# General



## General presentation

### The introduction of digital technology to the showrooms is an effective tool to:

- convey the Brand discourse in a dynamic way,
- contribute to selling more and better.

### It makes it possible to offer our customers an interactive experience throughout their visit:

- It gives the customer the opportunity to experience the Brand in a new way.
- It can generate additional business, by presenting products or services.
- It increases opportunities for contact with our customers.





# Recommendations for L format

## LARGE

«L» format: +/- 600 m<sup>2</sup>



# Recommendations for M format

## MEDIUM

«M» format: +/- 400 m<sup>2</sup>



## Recommendations for S format

# SMALL

«S» format: +/- 200 m<sup>2</sup>



## Summary

COMPONENTS	L FORMAT	M FORMAT	S FORMAT	
	Compulsary	Compulsary	Compulsary	Optional
Reception totem	■	■	■	
Brand wall	■	■	■	
Digital lounge	■	■	■	
Brand bar	■	■		■
Configurator	■	■	■	
After-Sales Reception screen	■	■	■	



# Technical principles



## Technical prerequisite

- Minimum download speed of 3 Mbit/s to enable use of 1 to 7 tablets to cover the needs of several sales personnel simultaneously, the dynamic POS display (video/digital content), the Brand bar tablets and the customer hotspot.
  - No recommended upload speed (asymmetric connection OK).
  - No need for access to the internal network of the dealership.
- Separate leased line for the whole solution (or separate leased line for the ConTact programme).
- Wifi for the «digital lounge» area, covering the entire surface area of the showroom; if necessary provide an access point to cover the After-Sales Reception area if it is separate from the showroom.
- Solutions :
  - MDM for the Brand bar tablets (already included in the central solution, to get if not)
  - Management and broadcast of video content (already included in the central solution, to get if not)
  - See the technical specifications on the management of broadcast content for more details.
- On the After-Sales screen, specific development to interface the local solution with the DMS concerned (display of customer appointments).

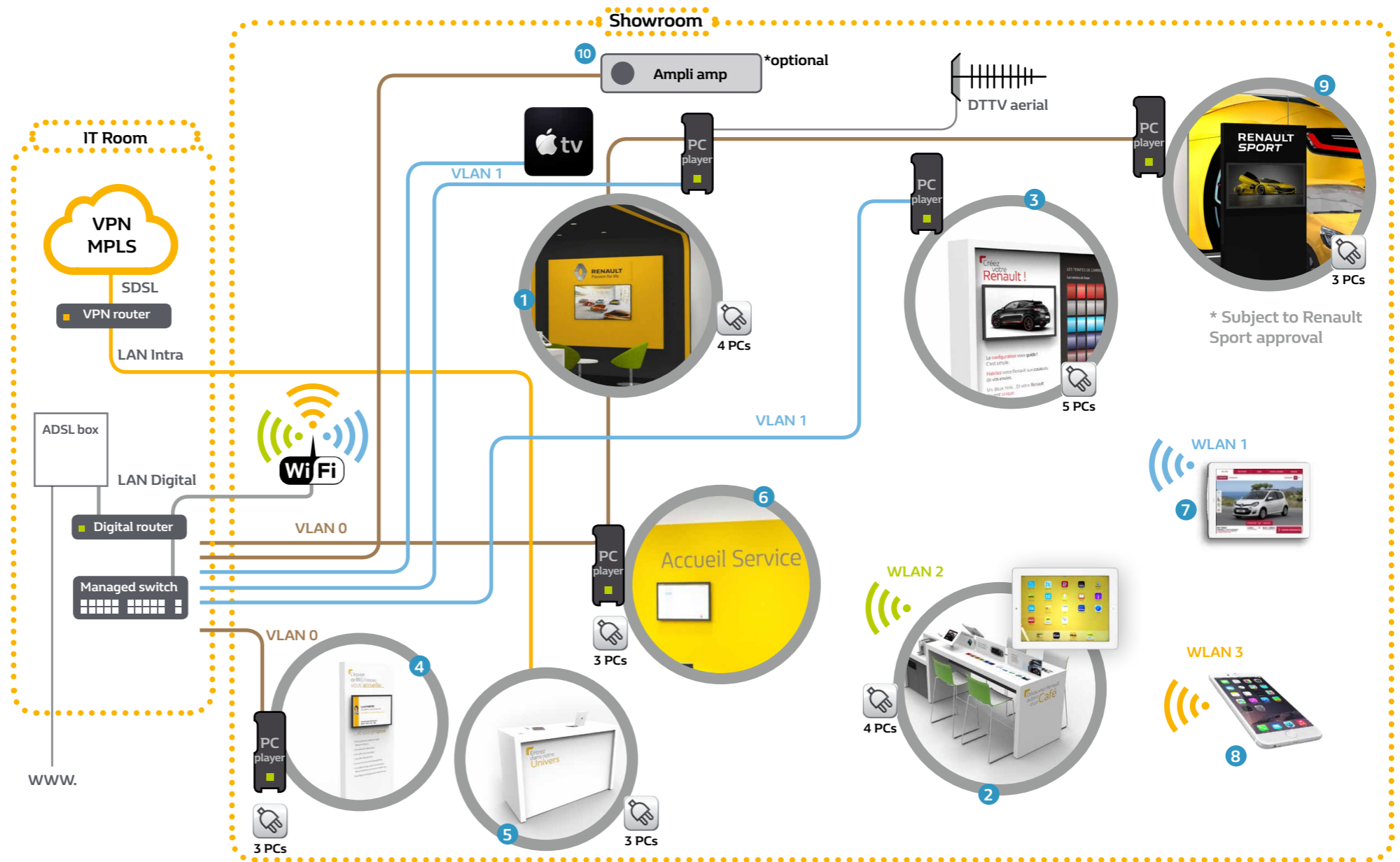
Installation/deployment: see the technical specifications of the IT components for more details on the network infrastructure and that of each unit with regard to installation and electrical wiring.

# Diagram of Ethernet/Wifi network

## Key

- 1 Brand wall
- 2 Brand bar
- 3 Configurator
- 4 Reception totem
- 5 Reception desk
- 6 After-Sales Reception Screen
- 7 Sales tablets
- 8 Customer hotspot
- 9 Renault Sport totem
- 10 In-store radio

Recommended minimum bandwidth of 3 Mbit/s





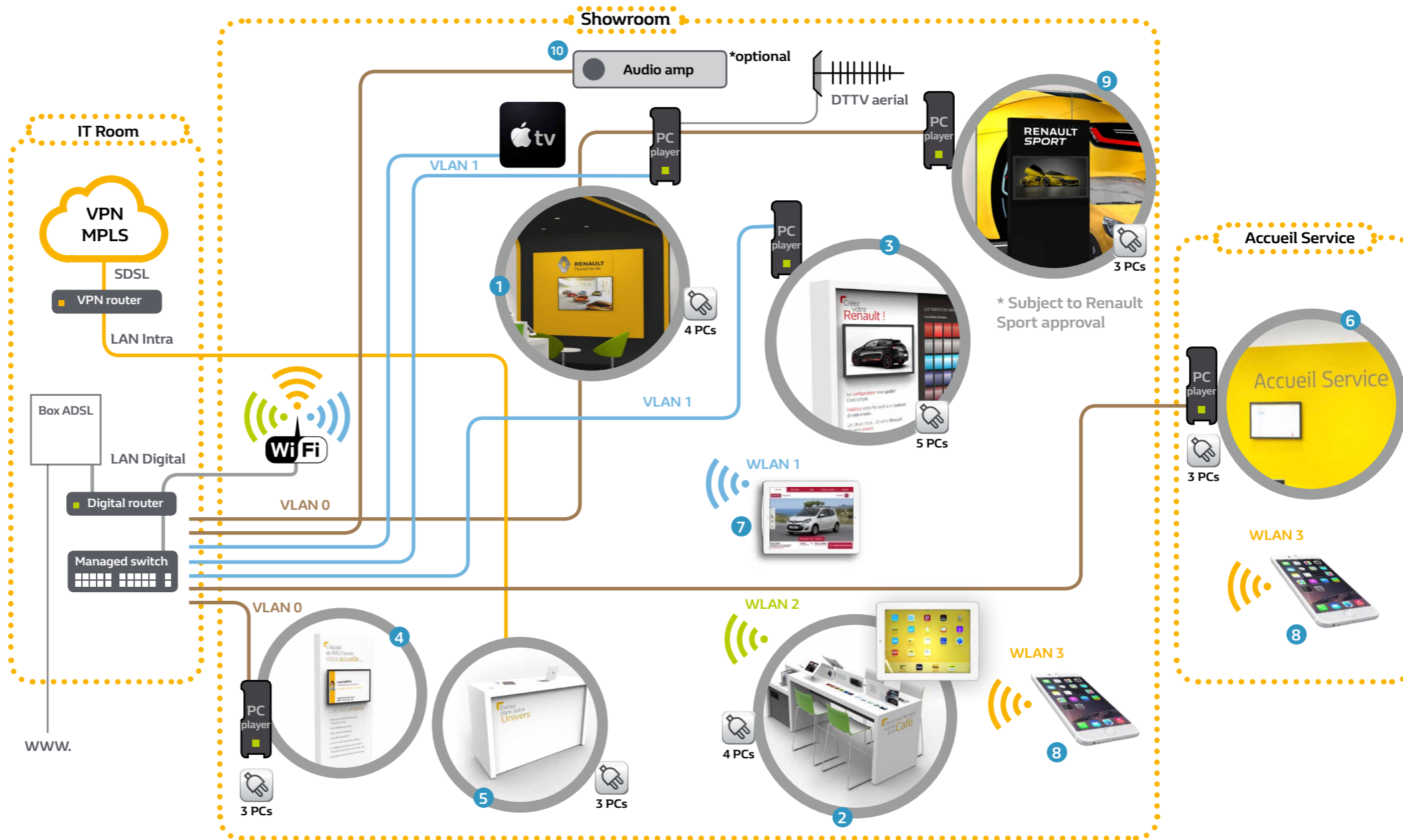
# Diagram of Ethernet/Wifi network

## Option with Renault After-Sales reception separate from Showroom

### Key

- 1 Brand wall
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## Editorial strategy for broadcast content (videos/digital)

### Showroom editorial committee

The showroom is a shop that needs to be effective, making it possible to sell more and sell better. It is vital that the communications at the point of sale follow the life cycle of the Company, which means that these communications, whether physical, video or digital, must be changed regularly: this is known as merchandising at the point of sale.

Setting up a country-level merchandising editorial committee, bringing together marketing, after-sales, digital and network roles, makes it possible to draw up a merchandising plan, which is a three-month marketing plan that follows Brand news on the various physical, video and digital supports (see «Showroom communications» application guide).

This committee sets the editorial policy and identifies the specific development and adaptation requirements for video and digital supports in particular, in terms of:

#### 1 Video :

##### - Brand wall:

e.g.: advertising, Brand films and news, etc.

##### - After-Sales Reception screen:

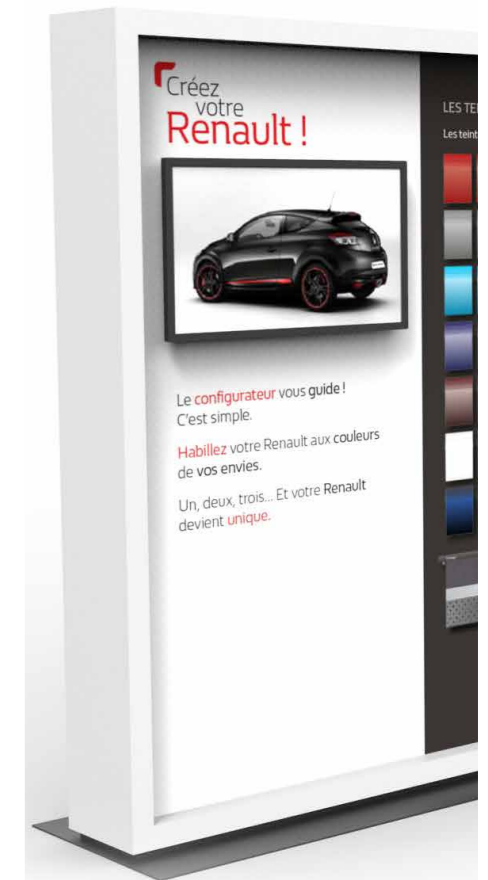
e.g.: accessories offers and promotions

##### - Configurator standby screen:

e.g.: product introduction films

#### 2 Mobile strategy/apps on the Brand bar tablets

Updating and monitoring the various communication supports is the responsibility of the departments that issue them, with the committee playing a coordination role. This guarantees that the dealership is able to maximise the effectiveness of its showroom.



## Training

### **Subsidiary training**

Les intervenants filiales doivent être formés à l'utilisation des différents outils :

- Management tools for video and/or digital content (by the supplier)
- Drawing up and updating of playlists
- Management of network communications
- Note: training planned as part of the central solution, to be developed if not.

### **Network personnel**, as part of Renault Store training

- Provide regular network communications and support for the deployment of new content and tools.



## Reception TOTEM

### Function:

- The totem is the first point of contact for a customer that wishes to visit the showroom unaccompanied. It can also be used to present the team and services.

### Hardware :

- 32» screen + multimedia unit + wiring

### Totem screen content:

- Team and service gallery



32"-TOTEM SCREEN

## Reception tablet

### Function :

- The tablet is a support tool for receiving customers:
  - personalised welcome and orientation,
  - meets different needs outside a purchase situation,
  - allows access to customer details.

### Hardware :

- Tablet

### Reception tablet content:

- (Resp. of Tools, Methods and Reference System Department)
- Customer record with name, first name, etc. (DMS link) (Subsidiary)
- New vehicle test drive schedule, new vehicle delivery schedule (Subsidiary)
- Workshop appointment schedule
- Loan agreement
- Access to Renault site/My Renault (Subsidiary)
- Internet access for useful contact numbers
- Message system





## Wifi access point for showroom

### Function :

Wifi network for Brand bar tablets, sales tablets and customer hotspot

### Hardware :

The Wifi access point for the Showroom broadcasts 3 SSIDs managed by the Digital router:

- The «Sales» Wifi network on WLAN 1 ■
- The «Customer Bar» Wifi network on WLAN 2 ■
- The «Customer Hotspot» wifi network on WLAN 3 ■



## Brand bar

### Function :

- Offer interactive Brand-based content to customers, in a relaxing space, and enable them to experience the Renault brand independently and in a new way.

### Hardware :

- Tablets (3) with management system (MDM) + wiring

### Content (subject to local availability):

- ConTact configurator – subject to availability, viewer if not (Central)
- Brand apps and values (Central and Subsidiary)
- ZE battery life simulator (Central as per product plan), product demonstrator, e.g. R-Link (Central)
- Contact strategy application (Central and/or Subsidiary)
- Access to mobile website (Subsidiary)
- Access to e-guides (Central)



## Brand wall

### Function :

- The focal point of the Renault identity, visible from the entrance, it creates an active waiting area in the showroom.
- Customers can view informative films about Renault and its products.

### Hardware :

- Professional 55» monitor + multimedia unit + wiring
- Apple TV – subject to availability of function (to project a configuration from the sales tablet)

### Content

- Film on products, new launches, news (Central or Subsidiary)
- Brand film (change of logo over time, history of Renault, Innovation, Brand values, etc.) (Central or Subsidiary)
- Renault F1 film (Central or Subsidiary)
- Communications film about forthcoming operations, promotional events, Open House operations, etc.
- (Subsidiary) - excluding promotional films



## Sales tablet

### Function :

- The tablet is the tool used to present the Renault range to our customers.
- It makes the relationship with customers more fluid when identifying their needs, and must promote upgrading and upselling.

### Hardware :

- Tablet with management system (MDM)
- Apple TV with the Brand wall - subject to availability of function (to project a configuration from the sales tablet)

### Content (subject to local availability):

- B2B version of ConTact - subject to availability (Central)
- R-Link/R-Link 2 demonstrator (Central)
- R&GO demonstrator (Central)
- ZE battery life simulator (Central)
- Renault Virtual Academy v.2 (Central)
- Range information sheets (Central)
- Cascaded range of equipment (Central)
- Accessories catalogue (Central)





# Configurator

## Function :

- This self-service multi-touch screen enables customers, whether independent or accompanied, to find out more about the rich diversity of the Renault range (private vehicles) and vehicle options in the best possible definition.
- It serves to encourage additional sales and upgrades through the range.

## Hardware :

- 32» multi-touch screen + multimedia unit + wiring

## Contenu (sous réserve de disponibilité locale) :

- Version Desktop de Contact B2C (Central)

In standby mode:

- Accessories catalogue film (Central and/or Subsidiary)
- Product film (Central and/or Subsidiary)
- Brand film (Central and/or Subsidiary)
- Local film on ongoing promotions (Subsidiary)



## Renault Sport totem

### Function :

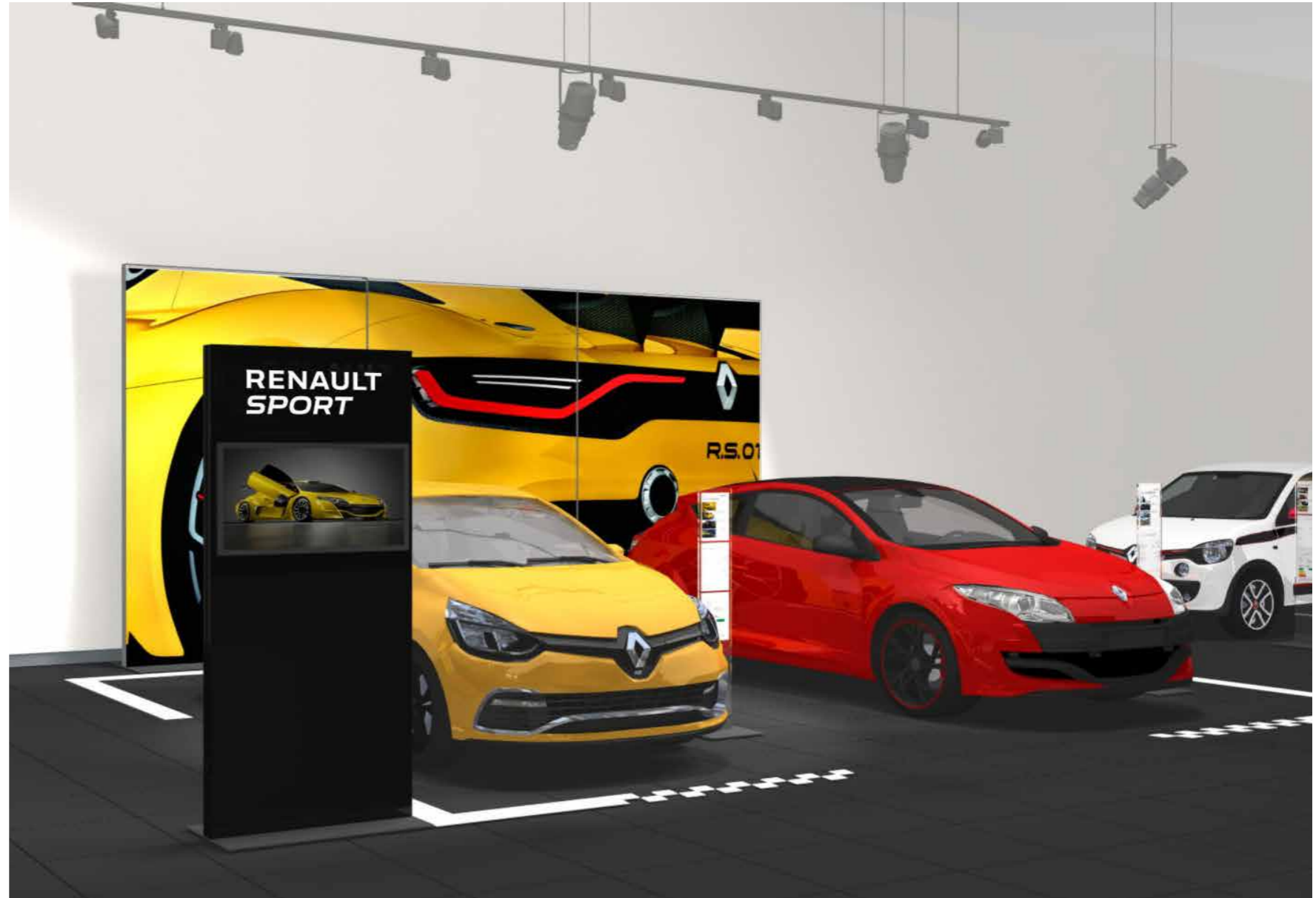
- This gives customers a dynamic view of the diversity of the Renault Sport range and events.
- Renault Sport zone: subject to Renault Sport approval

### Hardware :

- 42» screen + multimedia unit + wiring

### Content :

- Renault Sport films (Subsidiary according to recommendations of Renault Sport Technologies)



## After-Sales Reception screen

### Function :

- This touch-screen allows customers to see the list of appointments and view current promotions and special offers.

### Hardware :

- 42» screen + Player (for the films) + wiring

### Content :

- Customer appointment display (Subsidiary - requires interface with DMS)
- Informative content, e.g. «Maintenance in a minute» [« La minute entretien »] (Subsidiary and/or Central)
- Animated films concerning the Accessories catalogue (Central and/or Subsidiary)
- Product film (Central and/or Subsidiary)



## Central solution VS. local solution

Digital Factory can only provide technical assistance for the central solution

### CENTRAL SOLUTION

- Turnkey solution
  - Time saving
  - Technically tried-and-tested solution
  - Control over brand image
  - Economies of scale
- 
- Little or no adaptation to local markets
  - Slower response times
  - Supplier not represented (Turkey)

### LOCAL SOLUTION

- Close proximity to teams
  - Better adapted to local constraints
  - More independence in supplier management
- 
- Mixed solution without central technical support
  - Risk in terms of Brand image (materials and media)
  - Mobilisation of resources = 110 man-days
  - Solution for Mobile Device Management and delivery of video content (to be found)
  - No global idea of cost