

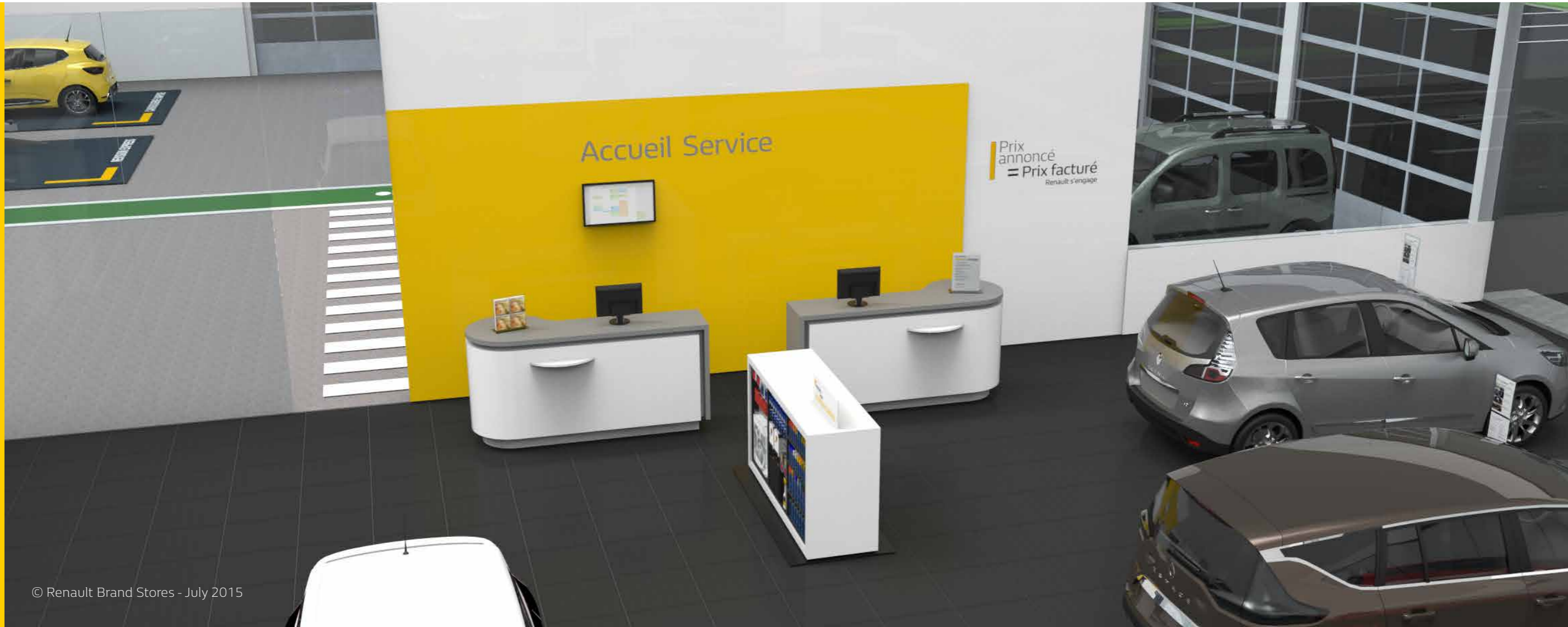
Renault Store - Application guide



**RENAULT**  
Passion for life

# Service Journey (after-sales)

Reception, accessories and services



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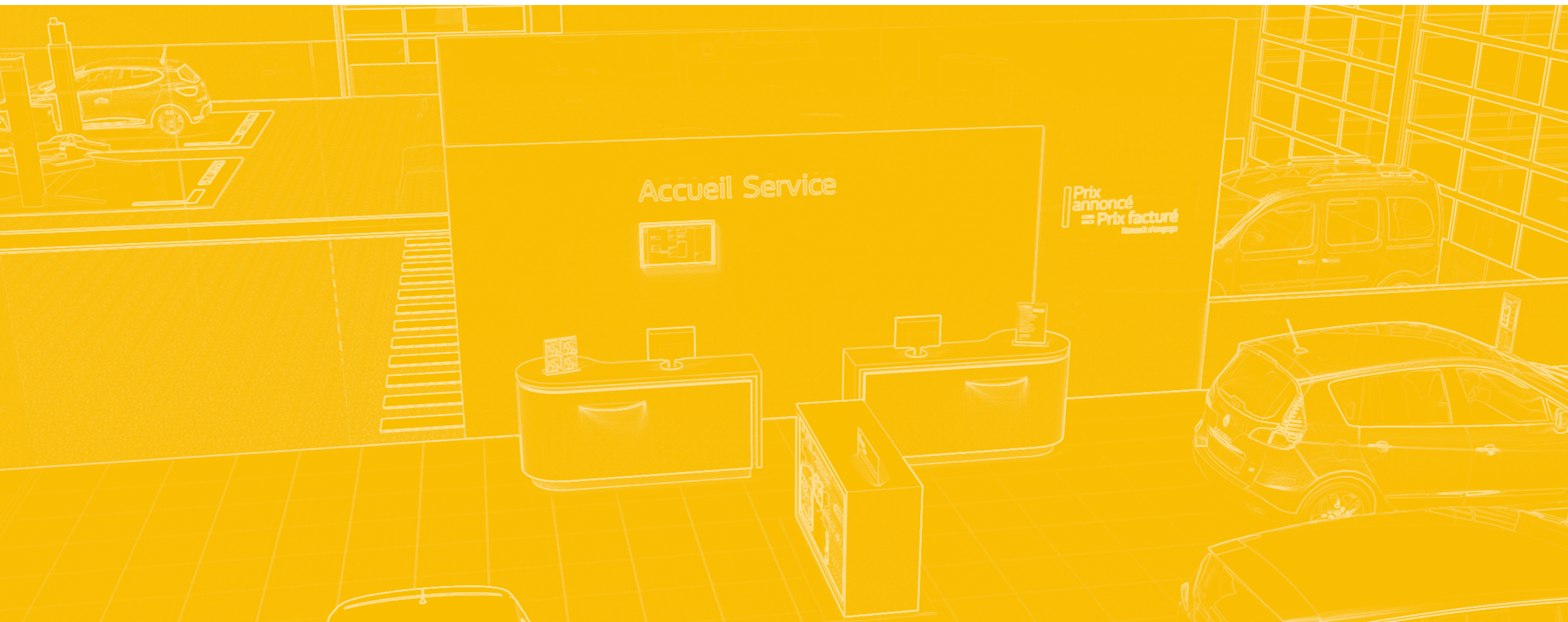
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**WORK IN PROGRESS**

# General



## Introduction

With after sales flows representing 70% of visitors in showrooms, it appeared therefore appropriate to reorganize the customer Service journey.

To reach the Service Reception, customers arriving at the dealership to service their vehicles cross the showroom following a pathway punctuated by a series of messages specific to the Renault identity. The customer is thereby welcomed into the Brand universe where, for instance, they may discover a new product. To continue building the customer's knowledge of the brand, their waiting time will be spent in the lounge digital, in the heart of the showroom.

Now better adapted and more effective, the Service journey also offers more opportunities for additional sales.



## Introduction

### **The Service Reception retains the fundamentals:**

- A yellow wall with signage visible from a distance
- A screen which alternately displays customer appointments and promotional messages
- The Service Reception desk on which the commitments are displayed

To encourage additional sales by customers visiting the dealership to service their vehicles, an impulse buy unit offering a selection of small value-added products is located close to the Service Reception.

### **When the configuration of the premises is such that a Service Reception cannot be located in the showroom, there are two possible scenarios:**

- **The Service Reception is located in a dedicated space connected to or close to the showroom** and retains all the fundamentals (signage, screen, reception desk). Customers are invited to wait in the showroom's digital lounge, where they are exposed to the messages of the Brand.

- **The Service Reception is installed in a dedicated area not connected to the showroom. In some cases, the Service Reception will be in a separate location** (possibly remote from the showroom) and will retain all the fundamentals. Walls and floors are treated in the same way as in the showroom, and so that customers can wait comfortably, the arrangement is completed by a lounge similar to the one in the showroom. The 2x2 POS presenting news of the Brand is positioned nearby. An accessories unit can be added to promote additional sales

In both scenarios, the journey is organized for enhanced fluidity.

### **Whatever the configuration of the Service Reception, it is always positioned near the Tour of vehicle areas which open onto the Workshop.**

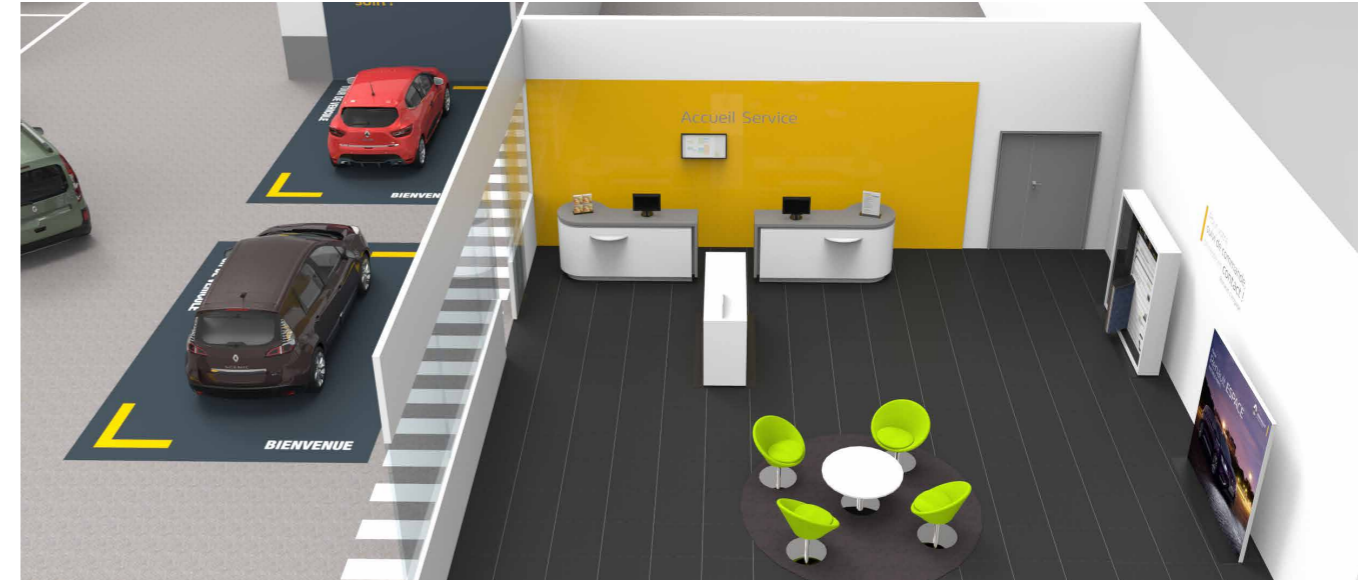
This is a standardized zone in the workshop on which the customer's vehicle is parked, so that the Service Advisor can make a tour of the vehicle accompanied by the customer, in order to finalize details of the work to be carried out.

## Fundamentals



### 1. Service reception in the workshop:

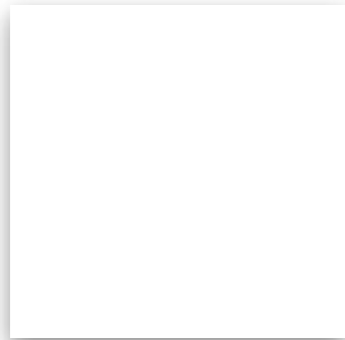
- Floor, wall, lighting
- Wall signage, screen, Service Reception desk
- Customer commitments, Service packs
- Impulse buy unit
- Connection to Tour of vehicle area



### 2 Service reception in a remote space

- Floor, wall, lighting
- Wall signage, Screen, Service Reception desk
- Customer commitments, Service Packs
- Impulse buy unit (option)
- **Lounge**
- **Small accessories unit**
- **Headline 2x2 POS**
- Connection to Tour of vehicle area

## Colours & materials



### **RAL 9010 white**

- Pure white paint
- Walls
- Markings for zones corresponding to short-circuit spaces
- Markings used to mark out workstations / pedestrian ways in the front office



### **RAL 9006 grey Pantone 427 C**

- Floor
- Reinforced concrete slab
- Self-smoothing mortar with epoxy resin
- Lifts



### **Charcoal grey RAL 7016 Pantone 432 C**

- Tiling for technical purposes, Porphyry charcoal grey
- Area markings
- MDF panel (suspended markings)
- Wall paint (wall markings)
- Floor (Renault Minute option)



### **RAL 7015 grey Pantone 445 C**

- Wall lower section (1m skirting)
- Lifts



### **RAL 1003 yellow Pantone 7408 C**

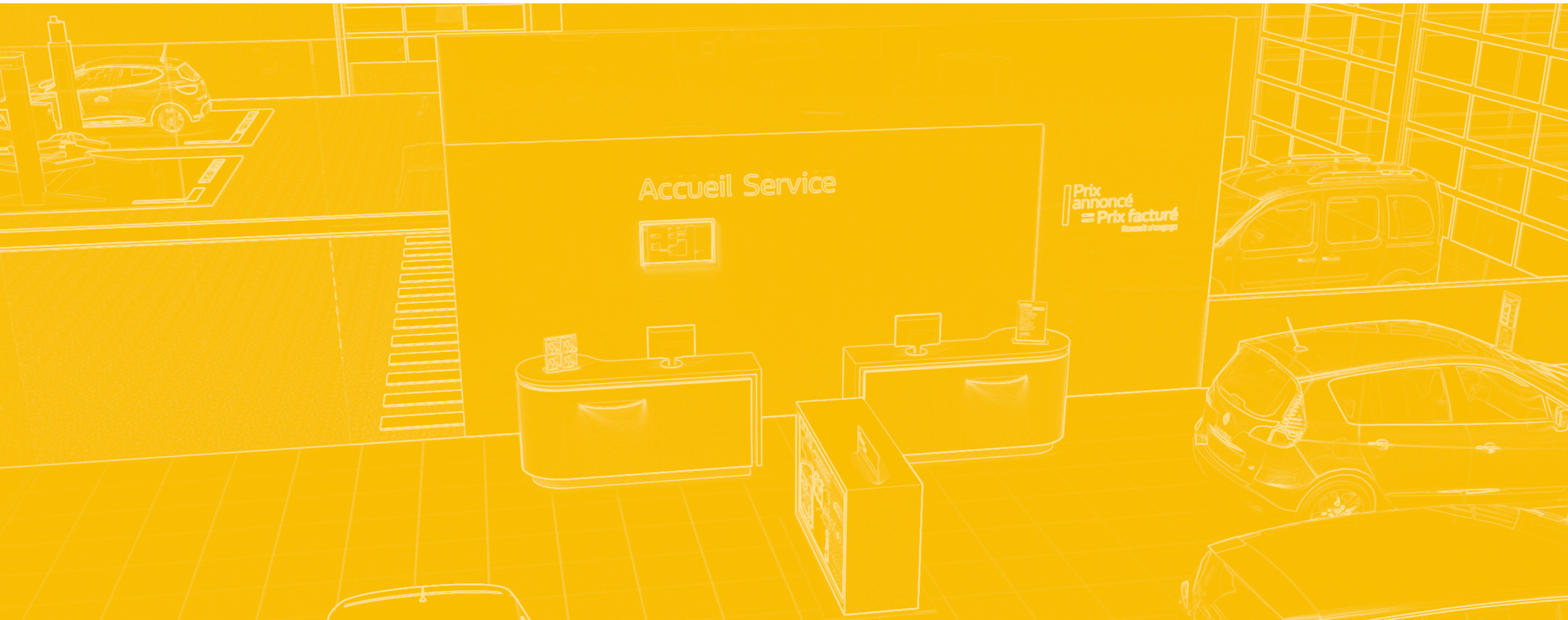
- Service Reception wall
- Markings for zones corresponding to short-circuit spaces



### **RAL 6024 Green Pantone 356 C**

- Markings for pedestrian ways in the workshop

# Front office layout

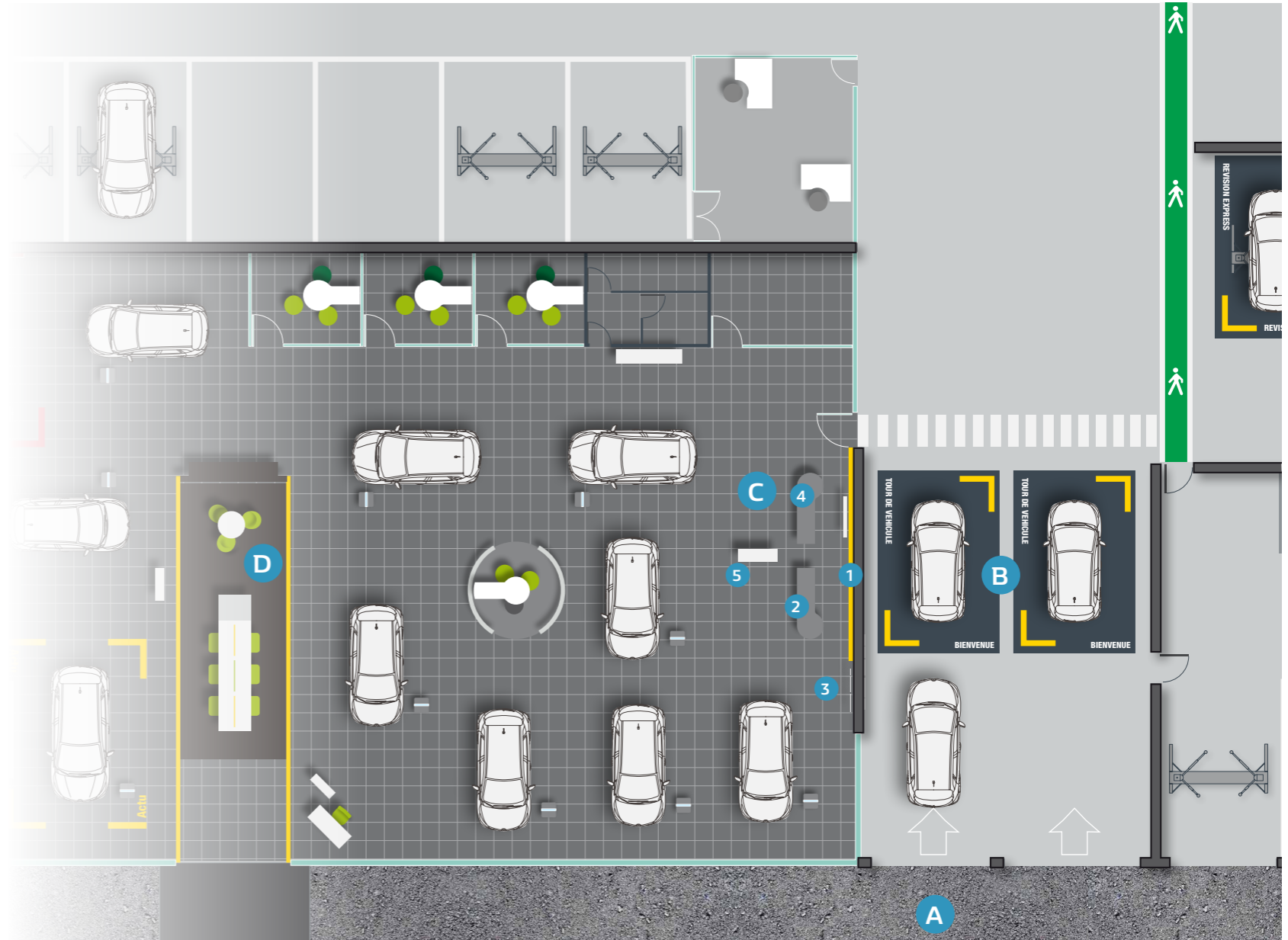




## Service reception in the showroom

- A Parking** Reception for drop-in customers
- B Tour of vehicle area** (with or without lift) clearly delimited and close to Service Reception.
- C Service Reception desk** positioned in the showroom near the Tour of vehicle areas
- D Waiting lounge** in the showroom underneath the canopy, for customers who want to wait while their vehicle is being serviced. Zone A can be used for returning the vehicle to the customer.

- 1** Yellow wall + screen + signage
- 2** Service Reception desk
- 3** Customer commitments
- 4** Service pack
- 5** Impulse unit



## Service Reception components in the showroom

### 1 THE FLOOR

Continuity with the showroom

The Service Reception tiling is identical to that of the showroom

### 2 THE LIGHTING

Highlight the services

Highlight the products, accessories and services.

### 3 THE IMPULSE BUY UNIT\*

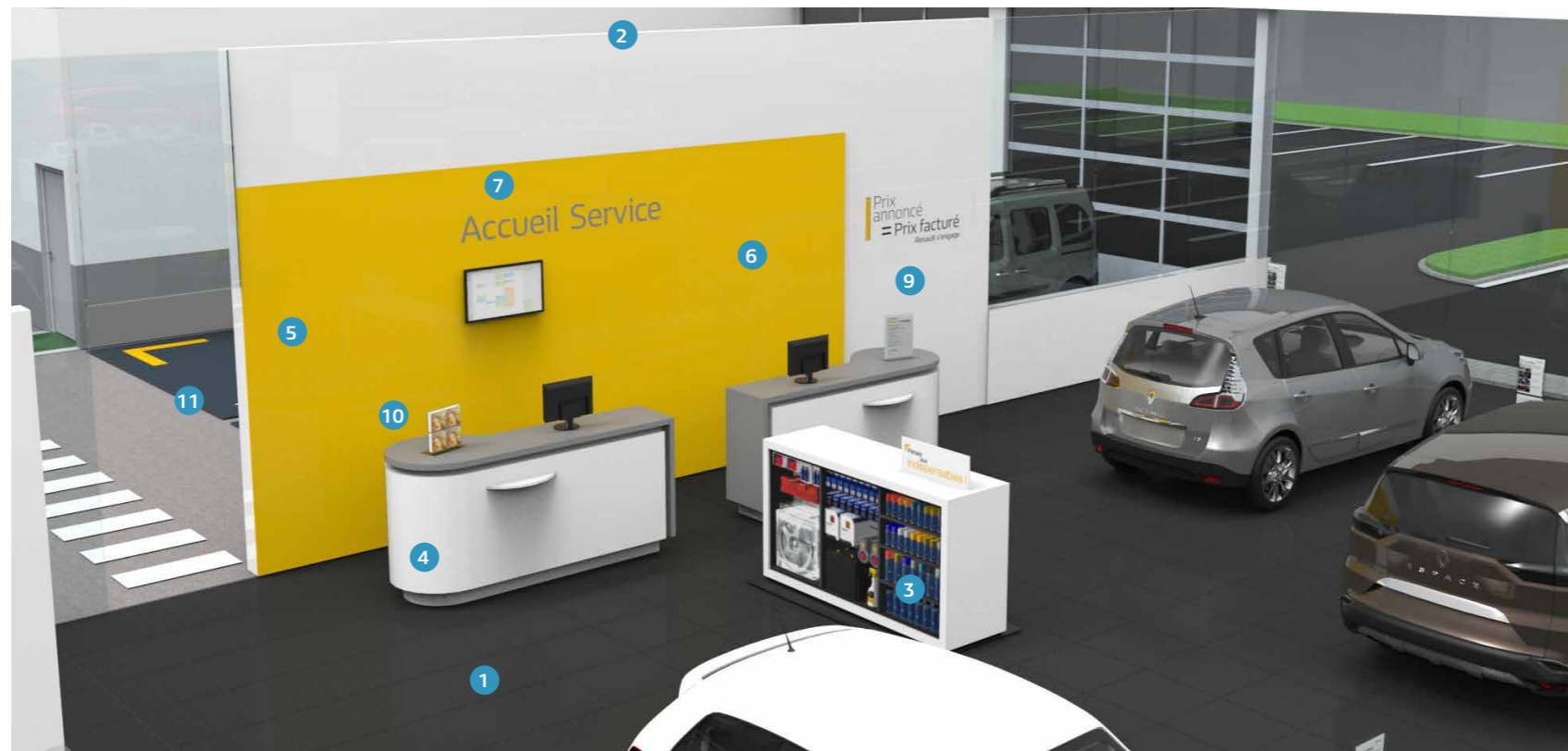
Additional sales

Perpendicular to the welcome desk, it is there to boost sales of impulse buy products.

### 4 THE SERVICE RECEPTION DESK

Embodies the welcome

The service reception desk can offer a standing or sitting reception, according to the practice in the country in question.



### 5 THE SCREEN

Informing

The screen is used to display the customer appointments and promotional messages.

### 6 THE YELLOW WALL

The Brand signature

The customer will see this as soon as they enter the showroom.

### 7 THE SIGNAGE

Service Reception

Visible from a distance, it allows the customer to locate the Service Reception.

### 8 THE DIGITAL LOUNGE

Customer expectations

With the Service Reception in the showroom, the customer can wait in the digital lounge.

### 9 THE COMMITMENTS

Renault honours its commitments

Visible on the Service Reception desk and/or featured on a wall, the commitments are clearly displayed.

### 10 THE SERVICE PACKS

Sell more

Renault Services packs are arranged in a display placed on the reception desk.

### 11 THE TOUR OF VEHICLE AREA

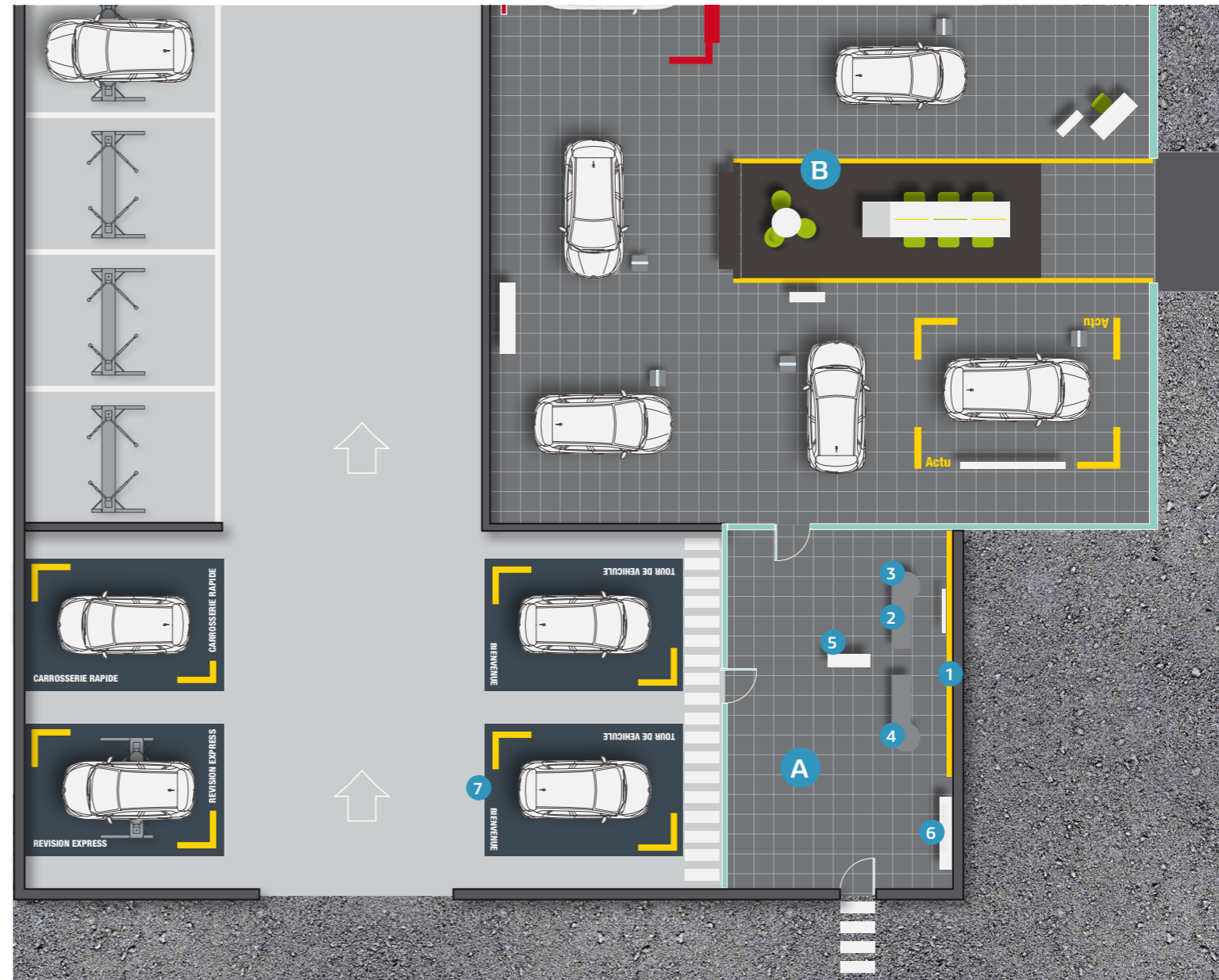
To reception the customer's vehicle

A standardized zone (with or without lift) on which the customer's vehicle is parked, so that the Service Advisor can make a tour of the vehicle, accompanied by the customer, in order to finalize the work to be carried out.

## Service reception contiguous to showroom (variant)

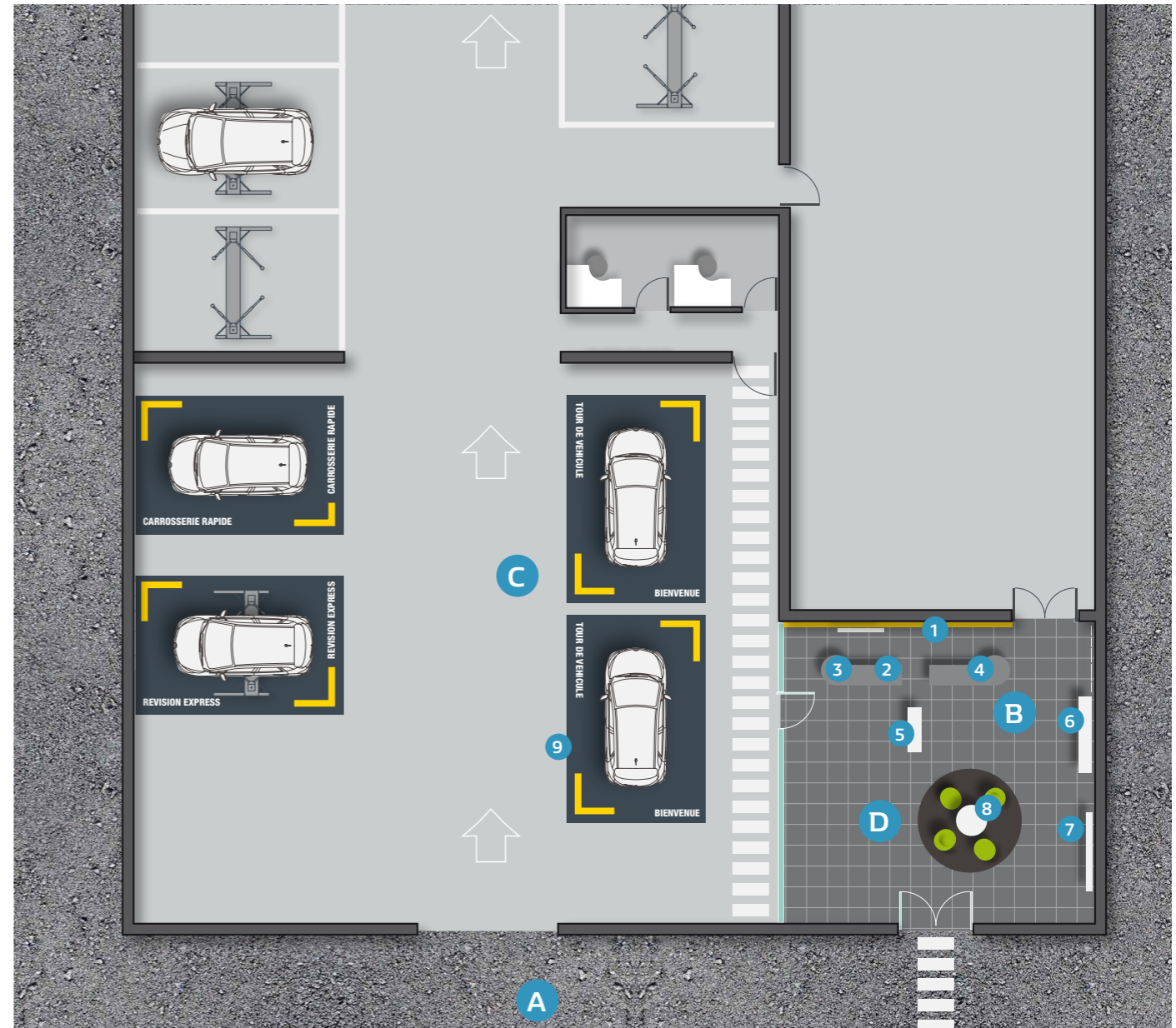
- A** The principle is the same as in the previous case, except that the customer enters a **dedicated space** that is not in the showroom, but separated by a glass partition with a door. The arrangement is designed to attract the customer inside the showroom.
- B** If customers wait while their vehicle is serviced, they are oriented into the showroom and can take advantage of **the digital lounge** or explore the Renault line-up, and benefit from Renault Store.

- 1** Yellow wall + screen + signage
- 2** Reception desk
- 3** Customer commitments
- 4** Service Pack
- 5** Impulse unit
- 6** Small accessories unit
- 7** Tour of vehicle (with or without lift)



## Service reception in a remote space

- A** The customer parks his car at the entrance of the Workshop in a reserved space.
  - B** He enters the **dedicated Service Reception space which** is visible and identifiable thanks to the **yellow Wall**. The Workshop is located at some distance from the showroom, so it is not possible to direct the customer to the showroom to wait. Consequently the full arrangement **is set up in the Workshop itself**. The customer's appointment is displayed on the screen, and he is taken in hand the Services Advisor.
  - C** The vehicle is parked on the **Tour of vehicle area**. The Service Advisor conducts a tour of the vehicle with the customer. The tour of vehicle area is clearly delimited and located close to Service Reception.
  - D** In this case, a **lounge** is available so that the customer can wait comfortably while his vehicle is being serviced. Next to the lounge there is the small accessories unit.
- 1 Yellow wall + screen + signage
  - 2 Reception desk
  - 3 Customer commitments
  - 4 Service Pack
  - 5 Impulse unit
  - 6 Small accessories unit
  - 7 2x2 Headline POS
  - 8 Lounge
  - 9 Tour of vehicle (with or without lift)



## Specific components of Service Reception remote from showroom

The set of components is identical to that for the Service Reception in or contiguous to the showroom, to which a number of specific elements must be added to complete the remote arrangement:

### 1 LE LOUNGE

Customer expectation

With the Service Reception remote from the showroom, the customer waits in the lounge.

### 2 THE 2x2 Headline POS

The customer can get up to date with news of the Brand.

### 3 THE SMALL ACCESSORIES UNIT

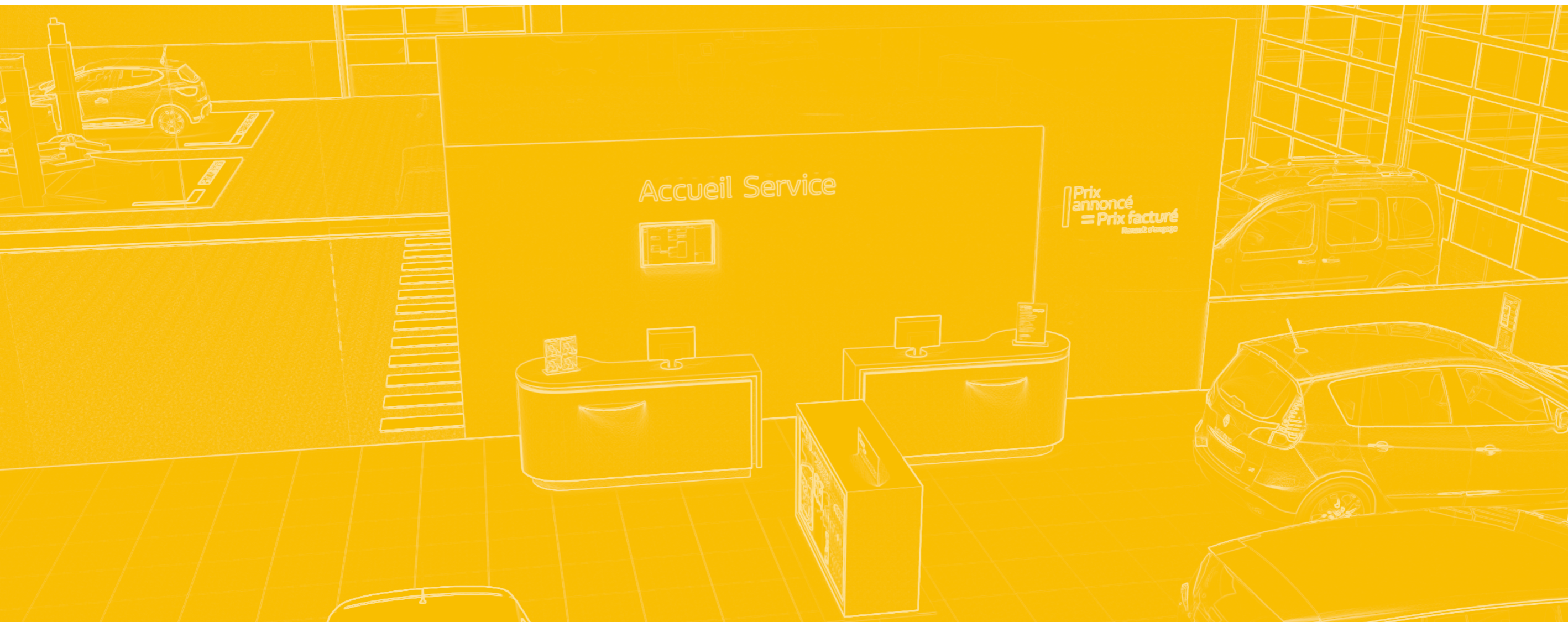
The customer can buy additional accessories.

The content of the accessories unit must be regularly updated and adapted to the commercial strategy for accessories.





# Appendices



## Short circuit spaces visible to the customer

The main short circuit spaces visible to the customer are:

- A** The Renault Minute stations.
- B** Express Service stations.
- C** Fast-Fit Bodywork stations

These stations are not necessarily accessible to customers but are always visible to highlight the services offered.

Particular care should be given to the treatment of these areas:

- Walls
- Floor
- Lighting
- Ground markings to separate work areas and pedestrian areas
- Layout of tooling.





## Short circuit spaces not visible to the customer

These stations are not accessible to customers but may be visible. Particular care should be given to the treatment of these areas:

### Walls

- 1 Wall - White paint, RAL 9010
- 2 Wall - Lower section (skirting)
  - Raised up 1 m from floor
  - Grey paint, RAL 7015

### Floor

There are two options:

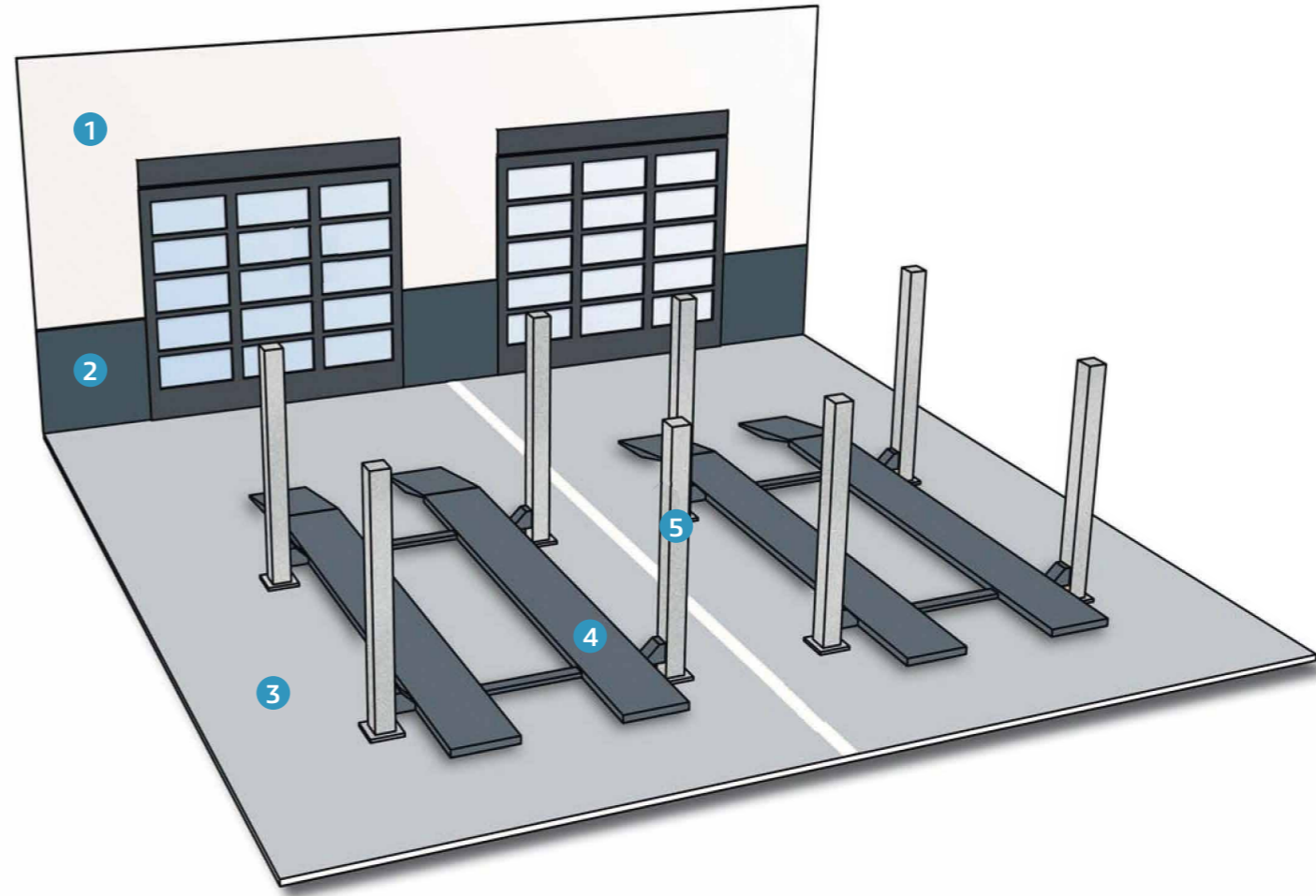
- 3 Reinforced concrete slab
  - Self-smoothing mortar with epoxy resin
  - Colour grey RAL 7042.

### Lifts

Members of the Renault network are required to use approved materials in the standardized colours defined by the manufacturer.

- Workshop equipment is to be approved, including the colours to be used.

- 4 Post-lifts or scissors, grey RAL 7015
- 5 Pillars, grey RAL 9006



## Short circuit spaces not visible to the customer

### The floor markings

Ground markings are used to mark out standardized workstations, as well as aisles, to optimize movement around the workshops.

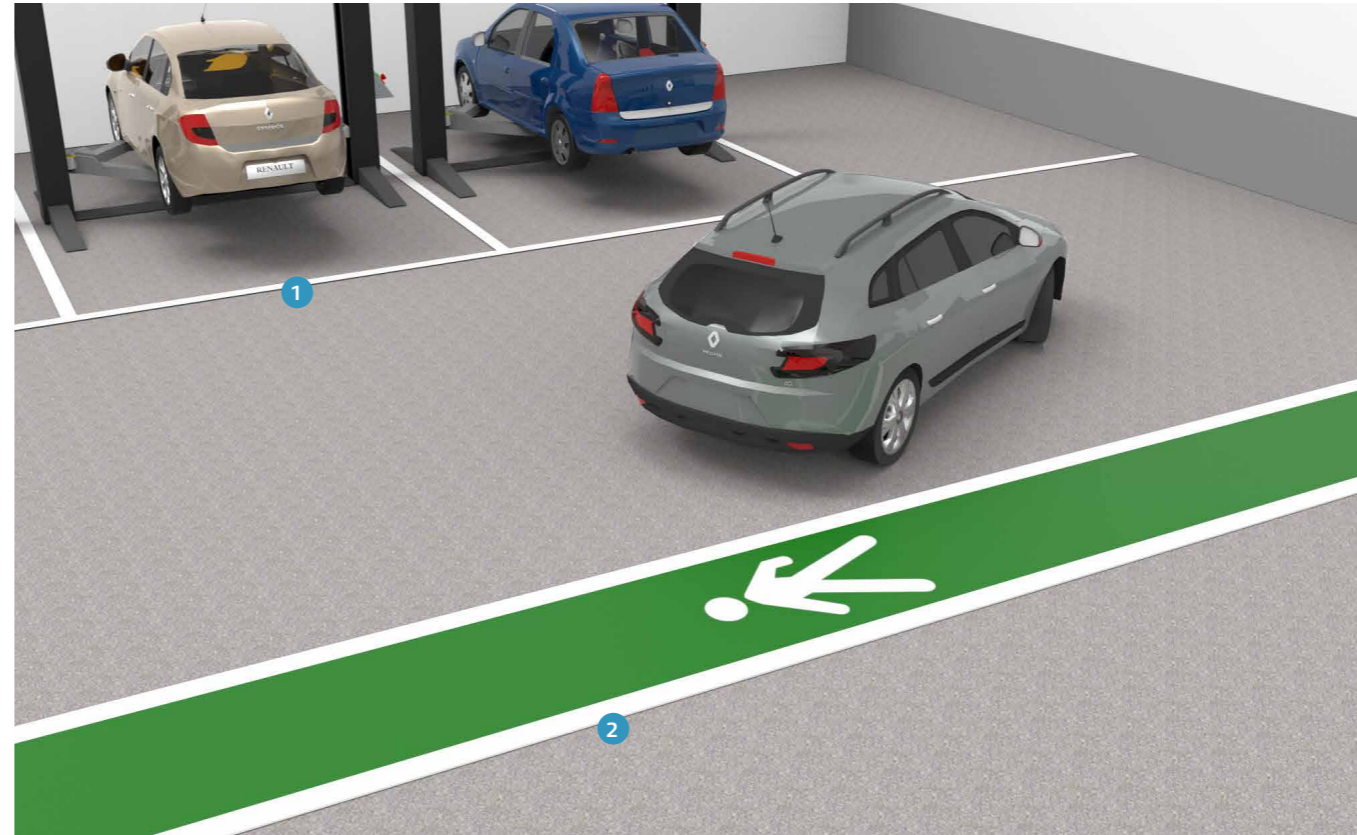
#### 1 Markings to separate work areas

The white lines separating workstations are traced in white RAL 9010.

These passages shall be at least 1.40 m wide, including white lines (equivalent to 2 UP per French width safety regulations). This width can be reduced to 1.20 m if there are no obstacles alongside (such as a wall). (10 + 90 + 10).

#### 2 Marking of pedestrian ways

Pedestrian ways inside the workshop, painted in green RAL 6024, signal the evacuation routes leading to emergency exits. Optional "pedestrian» pictograms are painted in white stencilling (RAL 9010) on the painted safety passage ways.



## Short circuit spaces not visible to the customer

### Technical lighting for back office

Use of energy-saving fluorescent light-bulbs, for adequate, uniform ambient lighting in the back office workshop areas.

- Colour grey RAL 8006.
- Dimension: L. 158 x W.14 x H. 11.3 cm
- Type: suspended Fluorescent lighting units
- Average level of lighting: 600 lux, 1 m off the ground
- Colour temperature: neutral white 4,000°K, IRC90
- Power: 2 x 80 W

