

# Support of the business and framing of the CRM PROGRAM



**ARVAL**  
BNP PARIBAS GROUP

## CONTEXT / OBJECTIVES

- ARVAL is a major player in long-term leasing for large international companies, SMEs and professionals.
- More recently, the company has diversified to become a key player in integrated mobility, reaching a wider audience including drivers and individuals.
- To support its growth and diversification, Arval has decided to put customer satisfaction at the heart of its strategy. To achieve this, it chose the Salesforce solution and launched the "PROGAM CRM".
- TNP has been selected to support the business teams (Marketing, Sales CORP, Retail, Operations) of CORP and countries in the formalization, alignment of the needs expressed and in the management of the realization .
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## APPROACH

- Definition of methodology, governance and planning
- Organization and facilitation of workshops with departmental leaders and key users from the pilot countries
- Writing a common expression of needs
- Formalization of current processes & alignment with target processes
- Solution and architecture analysis
- Recommendations & definition of the target
- Modeling and realization of a POC to help the Business team to project itself

## RESULTS

- Acculturation of the business to Salesforce and CRM
- Alignment of departments and countries (Core model approach)
- Writing of a common expression of needs for all departments and pilot countries
- MARKETING
  - SALES CORP
  - RETAIL
  - OPERATIONS
- Definition of the customer's 360° vision
- Construction of a POC and validation of the adequacy of the proposed solutions with the expectations of the business
- General specifications of "HOT TOPICS"
  - Structure & architecture of the customer referential
  - Consent Management and GDPR Compliance
  - Management of partners and their customers
  - Marketing Automation and Personalization