



CORPORATE CULTURE AS A LEAD GENERATOR



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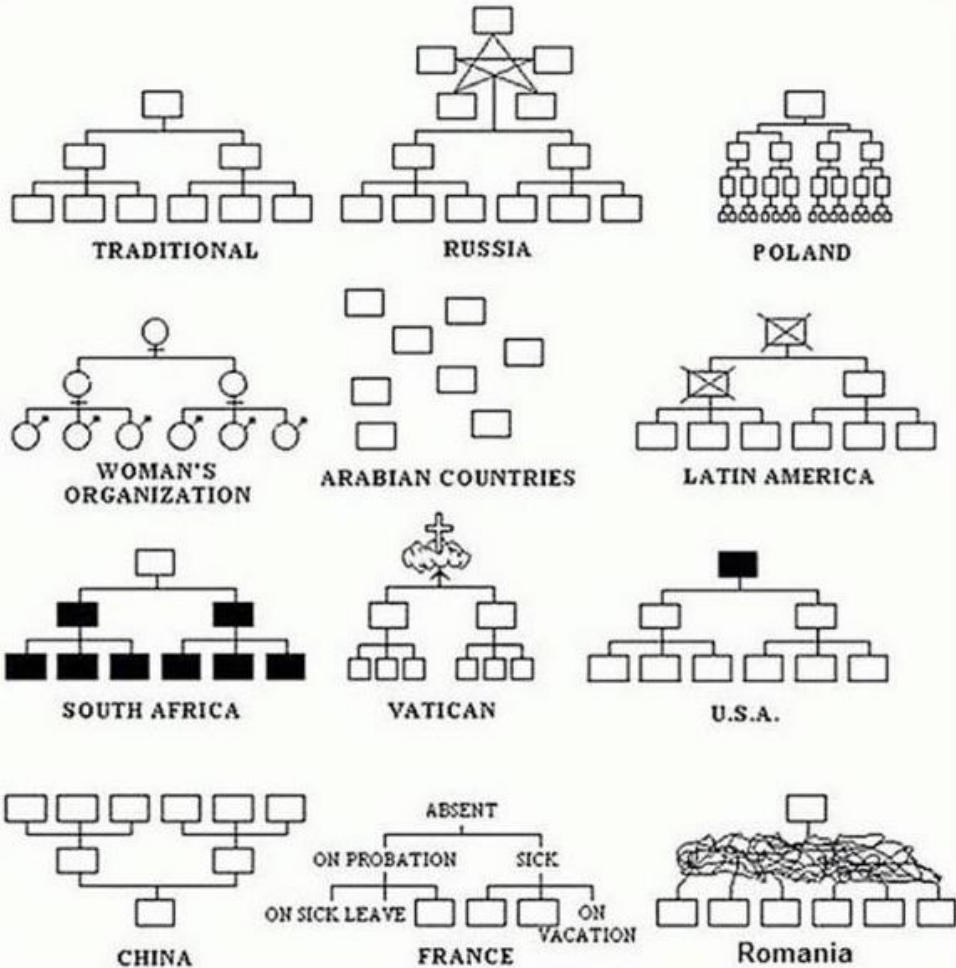


LET'S TALK ABOUT

- Volvo Cars corporate culture. National features or business needs?
- Involvement and integration. Does power of collective mind exist?
- What's the purpose of these effort?
- B2B vs. B2C clients. What they think on that?
- Does it make sense for B2B and B2C clients and new leads?



NATIONAL FEATURES



There are companies with strict rules, written processes and procedures to achieve maximum result.

Sometimes you can meet a complicated company with “features”.

You can meet a company, where regular employee does not influence the workflow at all.

Or you can get lost in a chaos...



NATIONAL FEATURES

- «Active shareholding» - Major shareholders involved in strategy management
- No hard hierarchy and formalism
- Active delegation and responsibility share
- Team work oriented
- Finding solutions through the dialog
- Order = request
- Initiative behavior
- Waiting for instructions or hard control are puzzling
- Friendly atmosphere and absence of negative emotions



VOLVO CARS LEADERSHIP COMMITMENT

VISION Leaders at Volvo Cars are recognised for driving performance, being accountable and bringing out the best in people

Go out and see Trust your experience and act

- Create an open and trusting environment where everyone is;
- collaborating,
 - embracing change,
 - and continuously learning

Role model our culture and leadership behaviours

- Focus on customers
- Believe in people
- Create meaning
- Show courage
- Make things happen and innovate
- Challenge and support

Learn, lead and develop

- Business
- People
- Yourself



VOLVO CARS ARE MADE BY PEOPLE AND FOR PEOPLE!



It is not only about technology
It makes us different from the other car brands
It is in our hearts – in the heart of everything we do



Our mission to make people's lives easier, safer and better.

That's why our Brand values are: Safety, Quality and Environment care

INTEGRATION OF BUSINESS STRUCTURES

CRM department working with clients' requests, claims, collecting clients' data.

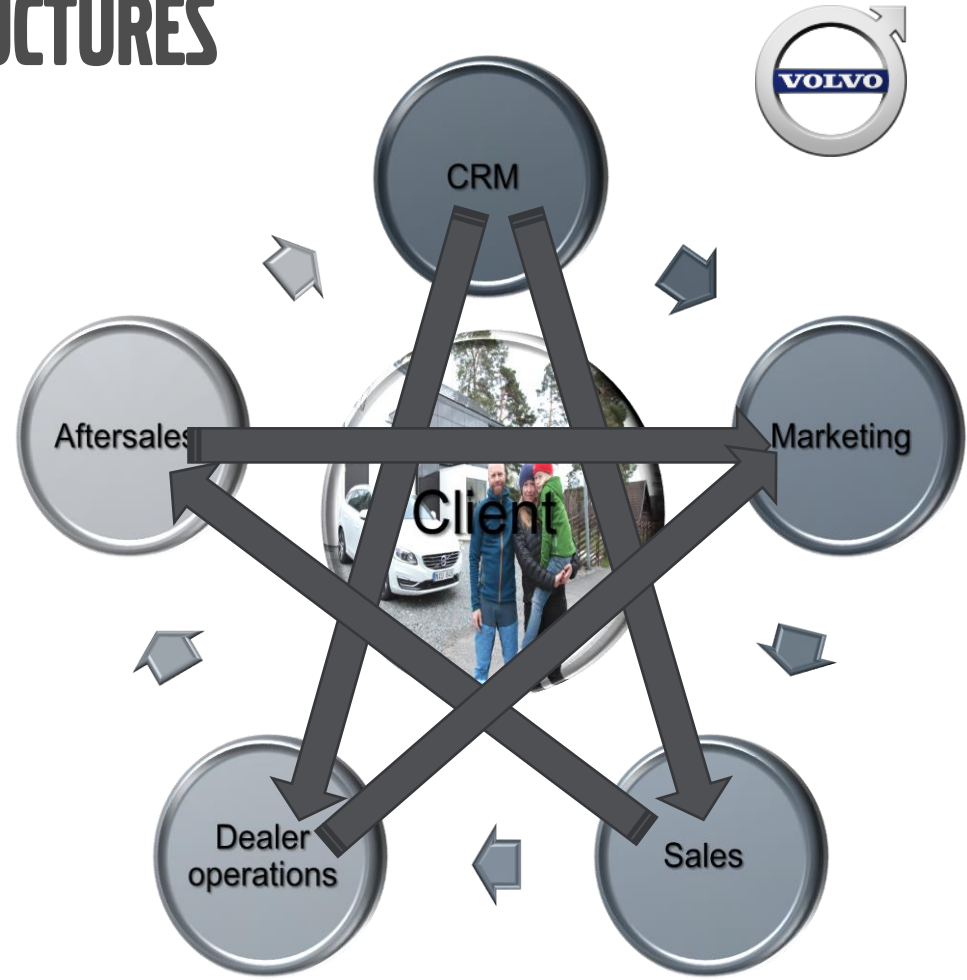
Marketing department plans activities to target groups, generating leads.

Sales department build individual communication, generating wish to buy Volvo.

Dealers Operations department closes the deal (F&I, test-drives, etc.).

Aftersales department makes clients happy during the ownership period to lead the client to renewal.

And again CRM watch and control all the lifecycle of the client



FORMING LOYALTY

The client happy with the product

- Innovation and technology;
- Quality;
- Brand dialog with the client.

Positive clients experience of ownership

- Service quality;
- Competent staff;
- Well organized process;
- Individual communication.

The client feels him special

- Exclusive privileges;
- Different from the other brands;
- Shifting of expectations;
- We hear the client.



VOLVO PRIVILEGE CLUB™



- Loyalty – important marker of the success of the business.
- Loyal client is a brand ambassador.

Privilege Club™ is:

- Quality individual communication with the client
- Unique ownership experience
- Special support from the official dealers
- Attractive offers from partners



DOES INDIVIDUAL APPROACH MAKE SENSE FOR CLIENTS?

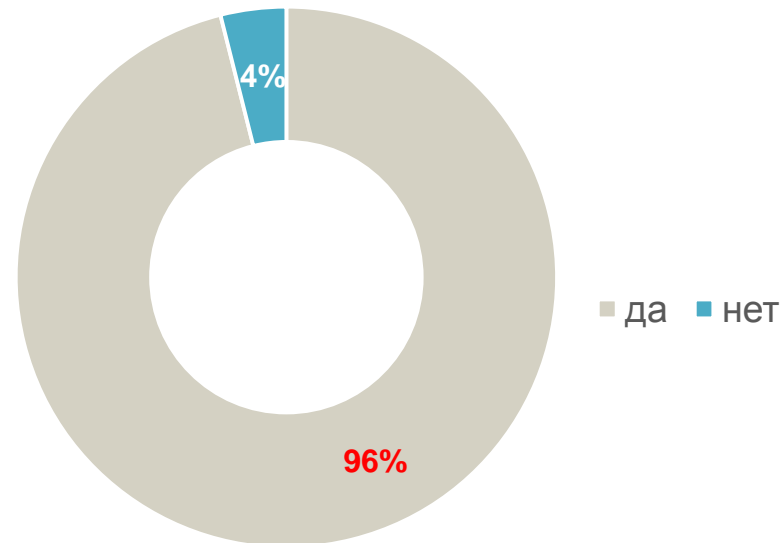
We asked our B2B and B2C clients:



B2C



B2B



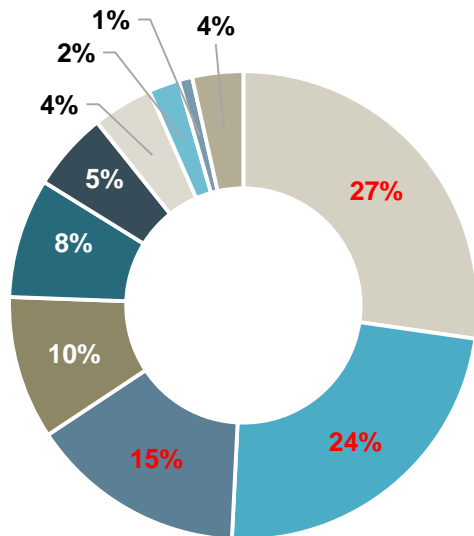
WHY DID YOU CHOOSE VOLVO?

We asked our B2B and B2C clients:



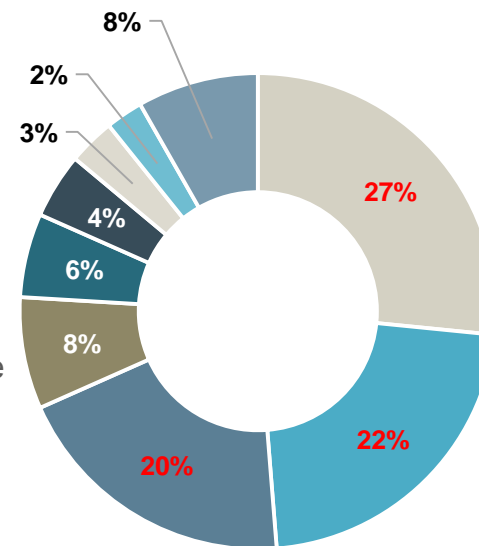
B2C

- Безопасность
- Надежность
- Имидж бренда
- Цена
- Расходы на топливо
- Расходы на страхование
- Мнение друзей / известных лиц
- Расходы на обслуживание



B2B

- Безопасность
- Имидж бренда
- Надежность
- Цена
- Топливная экономичность
- Экономия на сервисе
- Низкие затраты на страхование
- Стоимость на вторичном рынке

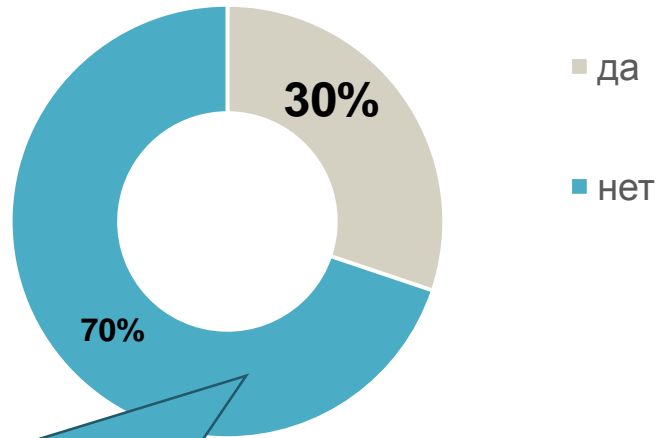


DID VOLVO PRIVILEGE CLUB™ IMPACT ON YOUR DECISION TO BUY VOLVO?



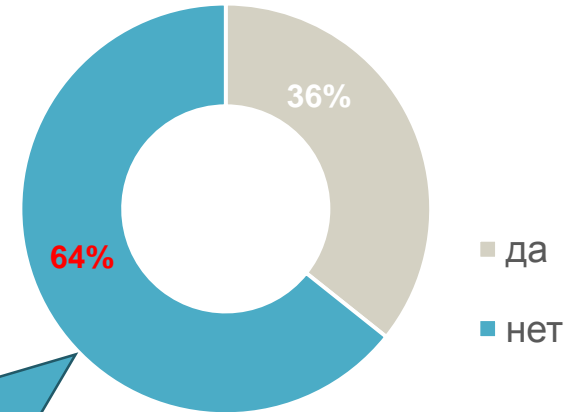
We asked our B2B and B2C clients:

B2C



- 1. Didn't know about the program
- 2. Not interested in the program
- 3. Not the factor to buy a car

B2B



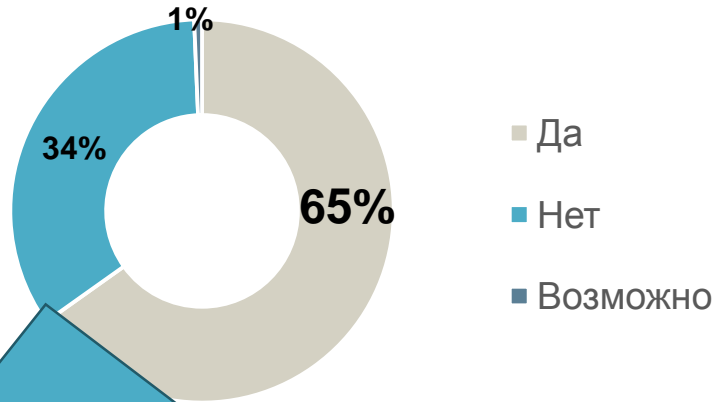
- 1. Didn't know about the program 50%
- 2. Not interested in the program 42%
- 3. Not the factor to buy a car 8%



WILL VOLVO PRIVILEGE CLUB™ IMPACT ON YOUR DECISION TO BUY VOLVO?

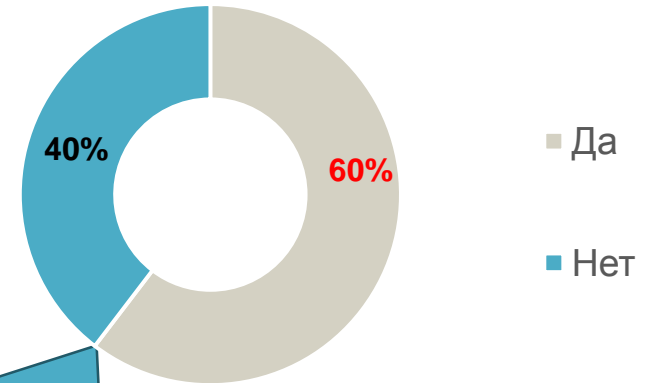
We asked our B2B and B2C clients:

B2C



- 1. Not interested in the program
- 2. Not the factor to buy a car
- 3. I don't use the program

B2B



- 1. Not the factor to buy a car 67%
- 2. We're not going to buy any car now 22%
- 3. Not interested in the program 11%



CONCLUSIONS

Strong corporate culture able to involve all the employees into workflow

Each employee can “try walk in the clients’ shoes” and make a real good job as if for himself

Definitely, such an approach make sense for clients and will lead a new ones and form loyalty with existing

The best way is to talk and listen to each other: employees or clients – it is the only way to progress.

As Richard Branson said:

«A business has to be involving, it has to be fun, and it has to exercise your creative instincts.»



THANK YOU!