



**ARVAL**  
BNP PARIBAS GROUP

# A NEW, NATIVE, MOBILE-READY APP AS AN EFFECTIVE DRIVER ENGAGEMENT CHANNEL

Arval needed a new platform to **connect with its customers and improve user experience and satisfaction**. The existing web-based application did not deliver the demanded levels of performance, leading Noesis to develop, a **mobile application** available in app stores, opening a **new communication channel between account managers and users**, while **reducing management processing costs** and **drastically improving customer engagement and satisfaction**.



**SECTOR**  
Leasing Services

**SOLUTION**  
OutSystems

**BUSINESS UNIT**  
Low-Code Solutions



**3**  
Developers



**5**  
Months to develop



**18k**  
Users



**90%**  
Retention rate



**15**  
Countries



**1k+**  
Daily users



*The new My Arval Mobile app gives us the opportunity to deliver our drivers the required service features through an omni-communication channel.*

*This has a positive impact on our drivers' user experience. With Noesis' support we managed to develop the app efficiently with highly improved maintainability.*

Bart Van Weele  
Region IT Director, ARVAL

LOW-CODE FOR

## HIGHER CONNECTIVITY

by noesis

## THE CHALLENGE

Arval's previous web-based customer app, the original form of My Arval, had little visibility to users and needed improvements in terms of user experience and performance. The number of users was slowly increasing but not at a desired pace and the main communication channel to manage car information and services was through direct contact with account managers.

Although personalised, this process needed to be automated in order to gain efficiency and customer needs first. Additionally, drivers needed an offline mobile tool to access data and request services when on the road, which was not possible with a web-based application.

## GOALS

- Improve **customer experience**.
- Ease access and increase usage of the **mobile application**.
- Offer **offline** car information and services.
- Improve **customer satisfaction**.
- Optimise **process management efficiency**.
- Increase **brand awareness**.

# SOLUTION

In just **5 months** and with a team of **3 developers who worked closely with Arval's IT team**, Noesis helped build the mobile app My Arval on the OutSystems platform, due to its possibility for rapid and scalable development. Following the SCRUM methodology, Noesis and Arval's IT team developed a robust driver portal that is now allowing drivers to:

- **Access practical vehicle information and statistics**, including model, fuel consumption, and contract details.
- Search for the nearest **maintenance and repair** shop with a **geolocation map search**.
- **Book vehicle maintenance services** or report a damage anywhere, at any time.
- Easily access a full contact list of partners, offering services like **insurance, maintenance** and **this equals the second bullet point so please combine**.
- Instantly access **vehicle and personal information documents** such as vehicle registration document, driver's licence, etc.
- **Report and view** damages, previously used cars, follow the ordering/delivery of a new ordered car, etc.

## THE RESULTS

My Arval Mobile has now been downloaded by over **40,000 drivers** throughout **15 European countries**, with a **90% retention rate**. Visible and accessible to users unlike before, the mobile ready application is improving Arval's activity in three main areas:

- **Improved customer experience, satisfaction and retention:** the services that are available in the app are allowing customers to have a new personalised, direct and effective experience.
- **Process management and operational cost reductions:** the direct contact and services provided by the app is optimising the business processes and reducing operating costs.
- **Increased brand awareness:** the visibility of the app and its perceived value are contributing to a stronger Arval brand, one that cares first and foremost for its customers' needs.



Founded in 1989 and fully owned by BNP Paribas, Arval specialises in full service leasing of vehicles. Expert advice and service quality, the foundations of Arval's customer promise, are delivered in 29 countries by over 6,500 employees. Arval's leased fleet adds up to over 1,103,835 (December 2017) vehicles throughout the world. Member of the Element-Arval Global Alliance, Arval is the industry worldwide leader.



Noesis is an international tech consulting company offering services and solutions to support clients in digital transformation and the development of their businesses. In order to obtain sustained value that is transversal to all sectors, Noesis is focused on infrastructures, software, quality and people.



The Noesis and OutSystems partnership dates back to the very first project developed with the low-code platform. Today Noesis has more than 240 OutSystems certifications within its team. A highly skilled team that is able to deliver custom made solutions in record-time, with the greatest business impact.



**Submit your idea for an app and win a POC**



Helping your business **grow faster**  
Knowledge • Innovation • Sustainability