

Fabbisogni Tirocinanti

Volvera
July 2016

Requirements – Connected Services



	Background	Mission
PRODUCT MANAGEMENT	<ul style="list-style-type: none"> • Ing. Gestionale • Ing. Informatica/ Telecomunicazioni/ Elettronica • ICT for smart societies (Polito) • Economia 	<p>The candidate will be responsible for supporting the definition and roll out of a competitive and customer oriented roadmap for the Connected Car of the future, across all the FCA Brands and Vehicle Lines in the EMEA Region.</p> <p>Main activities will include:</p> <ul style="list-style-type: none"> ▪ Drive product strategy for Connected car solutions based on market research, competitive benchmarking and technological trends analysis; ▪ Understand and generate customer’s requirements for new Connected Car services proposals; ▪ Develop business case for new Connected Car solutions and ensure business stakeholders (Top Management, Brands, Vehicle Planners, R&D) approval and support; ▪ Manage new services go-to-market and profitability, aligned with the Company Connected Car strategy and expected forecasts; ▪ Function as a product expert contact point for customers, operators and internal requests.
MARKETING & CUSTOMER EXPERIENCE	<ul style="list-style-type: none"> • Economia • Ing. del Cinema e dei Mezzi di Comunicazione • Ing. Gestionale (con esperienza nel digital) • ALMED (Cattolica di Milano) • MIP (Poli Milano) • IULM - Marketing, consumi e comunicazione 	<p>The candidate will be responsible for customer experience and marketing activities, both online and offline, inside the marketing team of Uconnect Mopar Connected Services. The Customer Experience Specialist will interface with product management, brand marketing, digital marketing, sales network, training and customer support. Main activities will include:</p> <ul style="list-style-type: none"> - Competitors’ marketing strategies benchmarking; - CRM and web content management; - Identification and set-up of new marketing initiatives, with the purpose of enhancing the services awareness among internal/external stakeholders and boosting the activation rate. - Define the best customer experience for new services/features suggested by PMs

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<p>CONNECTIVITY</p>	<ul style="list-style-type: none"> • Ing. Informatica / Telecomunicazioni • Digital & mobile ecosystems • Conoscenza sistemi e linguaggi di sviluppo per APP mobile • PoliTO (Poli Torino) • MIP (Poli Milano) • PoliTO Automotive engineering 	<p>Role: mobile APP specialist</p> <p>The candidate will be responsible for Mobile APPs design and development, including requirements definition, features implementation and architecture/integration strategy into Uconnect LIVE framework.</p> <p>The candidate will interface with product management and marketing and with external suppliers along all the development cycle, including these main activities:</p> <ul style="list-style-type: none"> - Technology benchmarking to evaluate state-of-the-art methodologies, products and solutions on the market; - Requirements analysis (from Product management) and deployment into technical specifications for the suppliers - Leading of issue tracking and problem solving during APP development, leveraging on knowledge on smartphone OS (iOS, Android and Windows Phone) - Overall management of the APP development, including graphic definition with Style, user experience with Marketing/HMI and integration into the vehicle with Product Development <p>It is required a strong attitude for work in team and to manage conflicts. English shall be at good level.</p>
	<ul style="list-style-type: none"> • Ing. Informatica / Telecomunicazioni • Digital & mobile ecosystems • Conoscenza sistemi in rete, cloud e architetture, protocolli di comunicazione • PoliTO (Poli Torino) • MIP (Poli Milano) • TorVergata 	<p>Role: telematic systems and services specialist</p> <p>The candidate will be responsible for design and development of telematics services, including requirements definition, features partitioning into service platform, architecture and protocols definition.</p> <p>The candidate will interface with ICT, Product Management and external suppliers along all the development cycle, including these main activities:</p> <ul style="list-style-type: none"> - Definition of communication protocols and system partitioning on Service Platform; - Requirements analysis and deployment into technical specifications for the supplier - Overall management of the Service development, impact and modification to the Service Platform, support to integration and validation; <p>Is required a strong attitude for work in team and to manage conflict. English shall be at good level.</p>

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BUSINESS OPERATIONS	<ul style="list-style-type: none"> • Ing. Informatica / Telecomunicazioni • Matematica / Statistica / Economia statistica • PoliTO (Poli Torino) • MIP (Poli Milano) • TorVergata • UniTO (Univ. Torino) 	<p>Role: Data Scientist / Data Analyzer</p> <p>The activity consists in the support to Uconnect Service Manager to analyze Operational and Customer related data, in order to define new KPI for generating reports, detecting trends and define strategy for continuous improvements.</p> <p>Main observation areas are Service related data (quality related parameters) and Customer data (e.g. penetration, churn rate, impact of communication campaigns, service usage, etc.), in conjunction with Product Management and Marketing teams</p> <p>The activity includes the data management and regular generation of reports.</p> <p>The candidate will interface with ICT, Marketing, Product Management and external suppliers.</p> <p>Main activities will include:</p> <ul style="list-style-type: none"> • Produce regular reports related to all Uconnect service operations • Ensure proper communication to management about SLA and KPI of the Uconnect services • Perform deep diving analysis on raw data and KPI to make sure there are no hidden failures and in order to have early problem notification • Cooperate with Marketing and Program Planning to design new reports and KPI definitions for new business activities • Aggregate and analyze customer data to understand and recognize trends and to assess business impact of new commercial and communication related activities • Stimulates Continuous Improvement in order to increase KPI values <p>Skill requested</p> <ul style="list-style-type: none"> • Good knowledge of statistical analysis and reporting • Preferred knowledge of Business Intelligence tools (e.g. QlikView) or statistical tools (e.g. R language) • Good knowledge of Microsoft Office required, in particular Excel • Requested good team working attitude, problem solving capability and quality oriented approach • Fluency in English (spoken and written)

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BUSINESS OPERATIONS	<ul style="list-style-type: none"> • Ing. Informatica / Telecomunicazioni • Informatica • Digital & mobile ecosystems • PoliTO (Poli Torino) • MIP (Poli Milano) • PoliTO Automotive engineering • UniTO (Univ. Torino) 	<p>Role: Technical Assistance and Quality specialist</p> <p>The activity consists in the support to Uconnect Service Manager to provide the expected service quality level to Uconnect Customers, coordinates team members and provide internal reporting, with focus on Incident Management, i.e. all the unplanned interruption or reduction in the quality of a service.</p> <p>The candidate will interface with Product Development, Quality, ICT, Engineering and Customer Assistance teams, and external suppliers.</p> <p>Main activities will include:</p> <ul style="list-style-type: none"> • Supervision of Incident Management processes performed by the various operational teams • Monitor and stimulates issues resolution • Monitor the system performances in order to guarantee the correct service delivery and achievement of Service Level targets • Ensure teams activity compliance to defined methods and procedures • Report on incidents and ensure proper visibility and communication to management • Design and Execution of sanity checks to verify system integrity • Lead the Uconnect Operational teams about ticket resolutions <p>Skill requested</p> <ul style="list-style-type: none"> • Good knowledge of Service Operations processes, in particular ITIL methodology • Good knowledge of Telematics Services Technologies, in particular about Telematics and Mobile systems, IT technologies, IT infrastructure and backend systems • Basic knowledge of electrical engineering and automotive • Requested good team working attitude, problem solving capability and quality oriented approach • Fluency in English (spoken and written)

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PMO	<ul style="list-style-type: none"> • Ing. Gestionale or Economics • PMI Certification it's mandatory 	<p>Manage the overall MOPAR Connected Services time plan of all the activities assigned to internal (MOPAR, other FCA departments) and external (suppliers, partners) entity. The Program Manager has to monitor milestones for the entire team and to identify potential issues in order to activate proper countermeasures (escalations, contingency plans,...).</p> <p>Skill requested: Strong competences are in project management, attitude and ability in troubleshooting and proactive problem solving.</p>
NEW PROJECTS & DATA MONETIZATION	<ul style="list-style-type: none"> • Economics 	<p>The candidate will be responsible to support managers in defining a data monetization strategy that will leverage vehicle usage and customers' driving behavior data gathered from different Connected Car programs, in order to generate new business opportunities for the Company.</p> <p>Main activities will include:</p> <ul style="list-style-type: none"> - Data analytics management; - New business partnership identification and negotiation, focused on data sharing opportunities.

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<p>SERVICE CONTRACTS</p>	<ul style="list-style-type: none"> • Ing. Gestionale, Economics or Statics 	<p>Role Technical Quotation</p> <p>Main responsibilities:</p> <ul style="list-style-type: none"> • Guarantee the development of technical quotations (Service Contract costs) for Extended Warranty, Maintenance and Full Maintenance plans • Define quoting methodologies, costing curves and quoting tools in cooperation with Finance, Quality Fleet and TSO – Warranty Dpt's <p>Main Activities:</p> <ul style="list-style-type: none"> • Collects market needs through BC Key account & Pricing Managers and defines priorities together with Commercial Operation Manager and HQ Service Contract Manager • Generates new quotes at Market / Model / Engine level in cooperation with Warranty and Quality Dpt's (to analyses consolidated historical data and to properly estimate future data) for new products (Extended Warranty or maintenance plans..) • Develops new quotation methodologies or updating the existing ones for an easier and faster process • Updates existing quotes at Market / Model / Engine level at least once per year in cooperation with Warranty and Quality Dpt's (to analyses consolidated historical data and to properly estimate future data) for existing product <p>Skill requested:</p> <p>Business, commercial and pro-active approach; Results focused; Communication skills</p>

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<p>SERVICE CONTRACTS</p>	<ul style="list-style-type: none"> • Ing. Gestionale or Economics • PMI Certification it's mandatory 	<p>Role BC Key Account & Pricing</p> <p>Main responsibilities:</p> <ul style="list-style-type: none"> • Guarantee the development of Service Contract business in the dedicated BC in coherence with the MOPAR EMEA guide lines. • Define Business Centre volumes and profitability targets by analysing market potentials based on related penetration rate and product portfolio. • Design the product range and price policy in respect of the market trends, leading the sales growth on the more effective and profitable channels. <p>Main Activities:</p> <ul style="list-style-type: none"> • Analyses market needs directly with the BC Service Contracts manager and HQ Area Manager in order to develop MVP products according to competitors' benchmark analysis. • Approves the Dealer commercial pricing policy that should be consistent with volumes and profitability targets • Approves new product contents and supports pricing to assure volumes and profitability targets • Assures main operational activities with the BC are conducted by involved Dpt's and complaint with HQ guidelines • Assures that all communication plans and training tools are used / implemented and consistent with the product positioning and HQ guidelines • Supports and approves commercial initiatives • Shares markets best practice among BC and HQ Area Managers to exploit new business opportunities <p>Skill requested: Business, commercial and pro-active approach; Results focused; Communication skills</p>