

GRUPO POSADAS is one of the leading hotel groups in the country operating over 120 hotels under six different brand names. As part of the group's strategic initiatives, we carried out, along with **London Consulting Group**, the project called "**Posadas More Agile**" with the objective of optimizing the operating processes and to raise the personnel's performance achieving the following accomplishments in our business units.

HOTEL CHAIN POSADAS

- Corporate Accounts Commercial Model: the new accounts prospecting, follow-up through sales force, indicators model and daily supervision processes were redefined.
 - **A 15% increase in sales against the budget.**
 - **An 18% increase in active client portfolio**
 - **A 36% increase in visits to clients**
 - **A 70% increase in generation of leads**
 - **A 57% increase in closing ratio percentage**
- Corporate Accounts Collection Model: the segmentation of clients, the structure, the duties of the collectors and the daily management model were redefined.
 - **An 18% reduction in days of portfolio rotation (impact on financial cost).**

PROVAC (Vacation Properties)

- Marketing Model: the alliance's prospecting, kiosks, referrals, DVPs, database management and contact center processes were redefined.
 - **A 60% increase in growth of arrivals to sales rooms.**
 - **A 133% increase in growth of qualified prospects in sales rooms.**
 - **A 28% increase in percentage of conversion at the contact center.**
- FAVC Collections Model: the productivity management model, the organizational structure and the compensation diagrams were redefined.
 - **A 240% increase in recovery of cancellations.**
 - **A 13% reduction in the arrears rate**

FRANCHISE

- Design and implementation of a Technology Projects Management Model with the objective of managing compliance with timeframes, costs and development quality.
 - **A 28% increase in the compliance indicator for on-time projects.**

The project's economic benefits have surpassed our expectations, obtaining by the end of the project a ROI of 5 to 1 and an annual ROI of 14 to 1.

It is worth mentioning that **London Consulting Group's** work was not limited to providing improvement recommendations but also worked shoulder-to-shoulder along with our personnel to design and implement the changes in the organization.

Based on the aforementioned we would like to highly recommend **London Consulting Group** for the work performed, thus we have decided to work with them on new improvement projects within different areas of the company.



Sincerely,

José Carlos Azcárraga
General Director of Grupo Posadas