

PROVAC is one of the companies that make up GRUPO POSADAS and is one of the main Vacation Clubs in the country which has over 45,000 members nationally and internationally under their 3 product lines. 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:

CALL CENTER

- **Generation and Supervision Model:** To redefine the processes for appointment generation, confirmation, indicators, coaching and daily supervision model.
 - A 112% increase in gross sales in comparison to last year.
 - A 50% increase in Gross Sales compared to the budget.
 - A 56% increase in showings to the sale rooms.
 - A 39% increase in Show Factor.
 - An 82% increase in appointment generation productivity.
- **Planning Model:** To redefine the structure by sales teams, assignment of lines to new projects and the daily management model.
 - A 12% optimization in the Call Center Structure.
 - A 27% reduction in call center's generation costs per couple.

KÍVAC BILLING

- **Management Model:** To redefine the billing processes including monthly strategies, define compensation schemes and indicators model.
 - A 30% increase in monthly billing by agreements.
 - A 15% increase in monthly billing per amount.
 - A 13% decrease in annual cancellations.
- **Planning Model:** To define the internal organizational structure, the productivity management model and the design of the compensation schemes.
 - A 64% decrease in operation costs compared to external providers.
 - A 14% reduction in the delinquency rate.

The project's economic benefits have surpassed our expectations, obtaining by the end of the project a ROI of 4.2 to 1 and an annual ROI of 16.4 to 1.

It is worth mentioning that London Consulting Group's work was not limited to providing improvement recommendations but they 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 Azcarraga
CEO Grupo Posadas



Gerardo Rioseco
General Director Provac Posadas

