

**PROVAC** is one of the divisions which make up the **GRUPO POSADAS**, and one of the main Vacation Clubs in the country. It consists of 4 leading products in the market which are Live Aqua Resident Club (LARC), Fiesta Americana Vacation Club (FAVC), Re set and Kivac. As part of the group's strategic initiatives, we carried out, in conjunction with London Consulting Group, the "Data Protection and Administrative Simplification" project with the objective of optimizing the operating processes and protecting our client's information. The project generated the following results:

**DATA PROTECTION AND ADMINISTRATIVE SIMPLIFICATION:**

- The Sales Room's commercial process was digitalized, from the Prospecting register, up to the process which generates the Electronic Contracts, which reduced the risk to the client's personal information and reduced the commercial processing time by **19%**.
- The amount of people involved in the Sales Room's personal data collecting process was reduced by **52%**.
- The reports which contained our client's personal information, prospecting information and all of the company's databases were debugged.
- The Telemarketing process was digitalized, which eliminated the manual processes and paperwork.
- A **28%** reduction in Received Complaints due to Information Privacy was achieved.
- An **80%** reduction in the amount of detected Data Protection Frauds was achieved.
- A **39%** reduction in the Contract department's payroll costs was achieved.

The financial savings generated by the Project have surpassed our expectations, **reaching a forecasted ROI of 2.2 to 1 a year after the project's conclusion.**

London Consulting Group's methodology was a key factor in the project's success due to the way they managed change, their shoulder-to-shoulder implementation process, and **the level of involvement displayed by all levels of the organization with the objective of changing the personnel's work culture.**

**We highly recommend London Consulting Group as a professional company which is focused on attaining results.**

Sincerely



Gerardo Roseco  
Vice-president PROVAC Posadas

