

Guayaquil, 5th of October 2017

BANCO GUAYAQUIL is one of Ecuador's key financial institutions.

For 26 weeks, in conjunction with **LONDON CONSULTING GROUP**, we developed the "EXPERIENCIA AVANTI Y PREFERENTE" project. The project focused on optimizing the processes and increasing the profitability of our main client channels. The project's scope covered the Commercial Vice-presidents – Personal and Small Business banking, the Operations department, and the Admissions Risk Assessment department. All departments adopted a new work culture which focused on the key market segments through the implementation and design of new work and management systems geared towards improving the client experience.

Having concluded the project, we can say that the planned objectives were achieved both in qualitative and quantitative terms, and within the established time frame. This has been achieved thanks to the effort and commitment displayed by all of the **BANCO GUAYAQUIL** personnel, along with the guidance provided by the **LONDON CONSULTING GROUP** team with who we analyzed, defined, and developed the solutions which have been implemented. This enabled us to achieve the following results by the end of the project in March 2017.

- 18% growth in the Cross-Selling Index (CSI) for the Avanti channel.
- 22% growth in new clients for the key market segments.
- 30% reduction in the amount of complaints.
- 26% reduction in the time needed to liquidate Consumer Credits.
- 33% reduction in the time taken to activate Credit Cards in the main cities.

The improvements achieved through the project have been maintained since it concluded as well as after carrying out the first audit. Currently, the return on investment (ROI) in financial terms is equal to **5:1**, and if the current tendency continues we expect an annual benefit of **14:1**. This financial return surpass the objectives which were established at the beginning of the project.

Therefore, we highly recommend **LONDON CONSULTING GROUP** as a professional, serious and committed company which achieves the objectives within the established time frame. At the same time, they create an excellent professional relationship with the personnel from the client's company.

Sincerely,



ANGELO CAPUTI OYAGUE
EXECUTIVE PRESIDENT
BANCO GUAYAQUIL



GUILLERMO ENRIQUE LASSO ALCIVAR
EXECUTIVE VICE-PRESIDENT – GENERAL
COMMERCIAL MANAGER
BANCO GUAYAQUIL