



Punta Cana, Dominican Republic, 20<sup>th</sup> of September

To whom it may concern:

**Runners Adventures** is a pioneer in the Dominican Republic's tourism market. Founded in 1996 by Carlos Medrano, it has over 23 years operating as the market leader, international recognition, and over 40 multi-destination excursions in Punta Cana, Bayahibe, La Romana, Juan Dolio, Boca Chica, Puerto Plata and Samaná.

Between January and September 2019, we developed, in conjunction with London Consulting Group, the **"Together to Excellence"** project which focused on optimizing the processes within the Operations and Branches, Commercial, and Shops departments as well as the Purchasing, Expense Control and Human Resources departments. We achieved both qualitative and quantitative results, of which the following stand out:

- 17% increase in the number of attended customers, by May 2019.
- 22% increase in the Shop's revenue, 15% increase in the average ticket within the Shops.
- Implementation of an Inventory Management and Restocking model that reduced stock outs by 22%, which represents a 48% improvement in Lost Sales.
- 73% increase in the amount of hotel visits.
- Implementing daily customer service reports, control tool reports and management follow up reports.
- Optimizing the logistics process and the itinerary's level of service, customer's hotel pick ups, customer transfer to the meeting points, providing bracelets, and tallying the customers on a daily basis in Anamuya.
- Optimizing the fuel consumption by 26%, and the telephone expenses by 30%.
- Optimizing the transportation costs through an improved programming processes – Implementation of passenger pick-ups which streamlined the payroll costs by 32%.
- Reducing Overdue Accounts (>45 days) by 50% in Hispaniola and 87% in Target.
- Implementing a management model based on management indicators and reinforcing the result-orientated and continuous improvement work culture.

The **"Together To Excellence"** project was successfully concluded. It allowed us to implement a work culture which is orientated towards achieving results and offering an excellent level of service. The financial savings generated by the project yielded a return on investment of **0.93 to 1**, with a forecasted annualized return of **2.57 to 1**. These results surpassed our expectations and surpassed the return estimated in the diagnostic phase.

The way change was managed, the training process, the dedication displayed by the members of the team, the methodology and the way it was applied throughout the different stages of the project, enabled us to achieve the results. Due to this, we are happy to recommend London Consulting Group as a professional and committed firm which contributes towards positively changing an organization's work culture through their shoulder-to-shoulder implementation methods and their ability to capitalize on tangible results in a short time period.

Sincerely,

**Carlos Medrano**  
**President Runners Adventures**



Punta Cana, Dominican Republic 3<sup>th</sup> of June 2019

**To whom it may concern:**

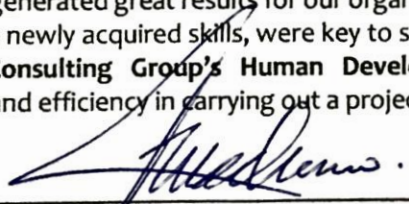
**Runners Adventures** is an exemplary company with over 23 years of experience in the tourism market. We offer adventure excursions and cultural tours in Punta Cana, Bayahibe, Juan Dolio, Puerto Plata and Samaná. With over 50 excursions, and international awards, Runners Adventures turns touristic and historic sites in the Dominican Republic into wonderful settings in which to have extreme, fun and cultural experiences.

We would like to acknowledge **London Consulting Group's Human Development** department for their excellent work as leaders of the **Change Management and Managerial Development Programs** which were directed towards the personnel within our process improvement project (Together to Excellence), which was carried out between **April and June 2019**. The project took place in our Operations, Administration and Commercial departments, with the objective of establishing adequate conditions within the organization, in terms of **Methodology and Attitude**.

Some of the initiatives that we carried out were:

- **Managerial Skills Seminar:** This seminar was composed of 7 sessions which were directed towards the Managerial and Middle-Ranking teams in the 5 offices. These sessions were designed in a specific manner to reinforce these groups by providing them with Communication Techniques, Human Resources Management skills, an openness towards change, and an explanation of the tools which were implemented as part of the project.
- **Group Commercial Coaching Sessions:** As part of the comprehensive impact, 6 group commercial sessions were provided for the Bávaro Mountains Boutiques' sales team members. These sessions greatly helped the staff by encouraging them to take on a sales advisor role instead of the common salesperson role, and it also promoted a higher level of involvement in the project by the part.
- **Pep Talks:** It was accomplished to communicate the project's vision to all the remaining staff. This was done for them to feel as part of the continuous improvement effort the company is making and let them know that their work and dedication contributes directly towards the success of the company.
- **Individual Coaching Sessions:** As part of the project, 90 hours of coaching were provided to the project's "Key Players". This reduced the amount of time it took these members to adopt the changes that arose in their departments during the implementation of the project, and it improved the level of agreement towards these changes.

Without a doubt, this program generated great results for our organization. The increased openness towards change, along with the newly acquired skills, were key to strengthening our personnel. We highly recommend **London Consulting Group's Human Development** department for their professionalism, commitment, and efficiency in carrying out a project of this nature.

  
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Carlos Medrano  
President  
Runners Adventures.

