

Paterna, 30<sup>th</sup> of March 2022

With over 40 years of experience, Caixa Popular is the main entity of the Valencian financial system.

We are known for carrying out cooperative banking, for being a Valencian entity with values and different, for our ethical and professional management, and for our creditworthiness. A solid reality which grows stronger every day with more clients, more offices, more staff, and more business.

One of the main successes that we have had as a credit cooperative is based on the innovation of our business processes, our products, our technology, and the customer service that we provide through streamlined processes. As part of our continuous improvement initiatives, we carried out, in conjunction with London Consulting Group, the “**RevoluciONA**” project. This project was developed between September 2021 and March 2022, and it focused on **implementing an efficient and effective sales model which enabled the offices to become sales units within our liquid organizational model.**

The “**RevoluciONA**” project has allowed us to develop and implement a business model that is based on data analytics, and to reengineer our processes so that Caixa Popular can establish appropriate business strategies and increase customer loyalty and profitability. Now that we have concluded the project with London Consulting Group, we can mention some of the achieved results:

#### **Commercial Strategy:**

- Designing and implementing a Commercial Intelligence Committee.
- Designing and implementing a Teleshopping Unit.
- Creating the Permanent Improvement Team.
- Change Management: Basing the development of the project on Agile Methodologies and Design Thinking.

#### **Commercial Intelligence and Prospecting:**

- Data Analytics: Designing, developing, and implementing a data analysis tool through Phyton and Power BI, applying Machine Learning algorithms.
- Segmenting by using techniques such as Clustering and Feature Engineering.
- 44 p.p. increase in the creation of profitable agreements placed throughout the campaigns.
- 52% improvement in the campaigns' management.

#### **Productivity and Agility:**

- Customer Centricity: Accompanying the staff throughout the entire implementation of the 5 Stars Service philosophy.
- 42% improvement in identifying the availability within the office network and using it effectively to manage sales opportunities.
- 13% reduction in the operational/administrative time of commercial managers and management of the effective leadership model.
- 12% increase in productivity through an improvement of the commercial effort.
- 60% increase in the effectiveness of the sales campaigns.

We are happy to say that by the end of the project we have achieved a return on investment of 0.4:1, and one year after the end of the project, there is a benefit projection of 3:1. We would like to acknowledge the commitment and professionalism displayed by London Consulting Group's team. They worked, in conjunction with Caixa Popular's personnel, to design and implement the changes and improvements.

We highly recommend London Consulting Group as a firm which is committed to reaching the established objectives within the agreed timeframe, whilst creating an excellent professional relationship with the involved personnel.

Sincerely,



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