

To whom it may concern,

Citibanamex Seguros is a part of the Grupo Financiero Citibanamex.

Last year, we began the journey of **transforming our processes and organizational culture** in conjunction with **London Consulting Group**. This journey focused on reducing our **Operative Risks** along with improving our **Customer and User Experience**.

Some of the key success factors that have helped us achieve the desired results over several projects with **London CG** have been: implementing **agile and collaborative methodologies** in order to **design solutions**, the **shoulder-to-shoulder implementation methods** that they provide our team, but above all else, the sense of **empowerment** that they impart on the organization's leaders. This has generated a level of accountability and a new work culture which has led to attaining **sustainable results**.

During the project, we addressed the **Operations and Claims** departments, which yielded the following tangible results:

Claims and Payments

A new operative model was designed which simplified the processes, implemented more efficient controls, and improved the customer experience. Some of the benefits we achieved were:

- **36% reduction in cost per claim** processed by increasing productivity.
- **66% improvement in average claim's payment time**.
- **106% improvement in daily productivity** for processed claims.
- **124% increase in the volume of payments** made for processed claims, using the same structure.
- **96% reduction in complaints** associated with **payment response time**.

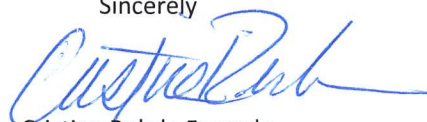
Operations

A model was designed and implemented for the subscription, post-sales support, and the reserves' valuations which simplified the processes, eliminated rework, and improved the customer experience. Some of the benefits we achieved were:

- **63% improvement in average subscription's time**.
- **75% reduction in average response time** for **post-sales** movements.
- Designing a transaction model via telephone which **improved the client and user experience**.

The project's results have been excellent, our own internal and external clients have told us that we've achieved **tangible improvements in our levels of service**. Therefore, we have decided to continue working with LCG on the new **Re-Think 3** project to achieve more efficiency and operative improvements.

Sincerely



Cristina Rohde Faraudo
General Director
Citibanamex Insurance