

To whom it may concern,

**Citibanamex Seguros** is a part of the Grupo Financiero Citibanamex.

Since 2020 we began the journey of **transforming our processes** 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** to **design solutions**, **KPI's implementation** to manage the operation, 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, Claims and Investments** 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:

- o **36% reduction in cost per claim** processed by increasing productivity.
- o **75% improvement in average claim's payment time**.
- o **106% improvement in daily productivity** for processed claims.
- o **66% increase in the volume of payments** made for processed claims, using the same structure.
- o **98% reduction in complaints** associated with **payment response time**.

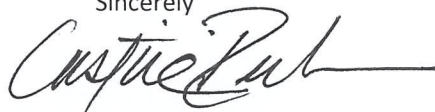
#### **Operations**

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:

- o **80% improvement in average subscription's time**.
- o **79% reduction in average response time** for **post-sales** movements.
- o Designing a transaction model via telephone which **improved the client and user experience**.
- o **Controls and monitoring of portfolios** in the Investment area were reinforced through more effective tools.

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 consider London CG as a **strategic partner to develop improvement projects** in our organization.

Sincerely



Cristina Rohde Faraudo  
General Director  
Citibanamex Insurance