



October 24, 2014

To whom it may concern

I hereby would like to share our experience with the firm London Consulting Group, who developed, along with our personnel, the project called "Claro Business Sales" which focused on improving the efficiency of the commercial system and corporate services, obtaining the following achievements:

- ✓ Revert the mobile lines trend obtaining a differential of 234%.
- ✓ A 21% increase in ARPA (average revenue per account) in the Government Segment.
- ✓ 2.4% increase in ARPA (average revenue per account) in the Strategic Segment.
- ✓ A 33% reduction in invoicing adjustments.
- ✓ A 58% reduction in equipment orders that are pending to be invoiced with more than 80 days.
- ✓ A 100% reduction in rejected orders sent for invoicing with more than 20 days.
- ✓ A 16% reduction in landline cancellations.
- ✓ Design and implementation of Work Teams (Client Oriented Structure).
- ✓ The indicator management model and the governance model were implemented which facilitates the analysis and definition of action plans which allows the focusing of effort on the areas that need it the most.

The design of the work systems along with the involvement of the people in charge and the support of the consulting team in the shoulder-to-shoulder implementation in each of the segments, has facilitated the use of new management tools.

As a result of the implemented initiatives, we have quantified economic benefits that represent a return on investment (ROI) to this date of **2.2 to 1** and a projection of benefits of **9.1 to 1** after one year of the project's completion.

Due to the aforementioned, we are pleased to recommend London Consulting Group as a professional and committed company that has a highly effective methodology for the development of this type of improvement project.

Sincerely,

Luis Felgueras
Sales Director