

Guatemala City, December 2022

To whom it may concern,

Grupo Distelsa is a Guatemalan company with over 60 years of experience selling technological products through his Retail, Wholesale, Technical Service and Integrated Solutions channels. From the start, we have been known for our focus on improving peoples' lives by offering products, experiences, innovating services, and providing our clients with personalized customer service. This has lead us to become market leaders in the country.

From **June to December 2022**, Grupo Distelsa developed a project with London Consulting Group, focused on transforming our service model through the following strategies:

- o Improving our **customer experience** by strengthening our sales model.
- o Increasing sales through the **conversion rate** management.
- o Optimizing the **operative processes** in order to improve our supply chain.
- o Increasing the **operation's visibility** through KPI's dashboards and controls.

Sales

- We increased the **conversion rate by 9%** by implementing KPI's and management tools in stores.
- We **strengthened the sales model** by standardizing the stores best practices and providing products and sales techniques training.
- We developed an algorithm to determine the **optimal amount of personnel per shop**. The algorithm is based on the stores traffic and demand. As a result, we increased our customer service level and **sales by 3.1%**

Distribution

- **31% reduction costs per m3** by improving the transports occupation rates.
- **56% to 96% increase** in the fleet utilization and control.
- We redesigned the **routes and supply frequency** in order to improve the stores **service level and stocks**.
- We adjusted the distribution system's **parameters** in order to **reduce stores overstocking**.

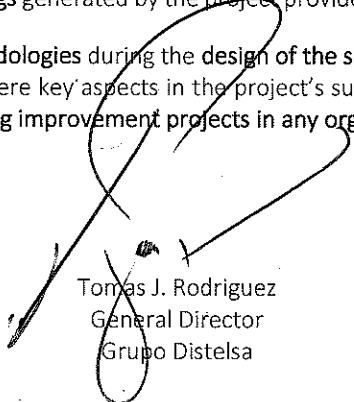
Digital Transformation: Management and Communication

- We restructured the **management model** between the Managers, Supervisors, and Shop Managers in order to **manage the sales KPI's** and improve the accountability.
- We determined **+300 indicators and +150 prototypes of KPI's dashboard** for all of the departments.
- We developed the **visual interfaces and prototypes** for an application to manage the the shift assignment for full and part-time employees.

The forecasted annualized **financial savings** generated by the project provide a **return on investment from more than 8:1**.

The use of **agile and collaborative methodologies** during the **design of the solutions**, and the synergy between Grupo Distelsa and London Consulting Group were key aspects in the project's success. We therefore recommend **London CG** as a **strategic partner** when developing improvement projects in any organization.

Sincerely,



Tomas J. Rodriguez
General Director
Grupo Distelsa