

Grupo Gonher is a leading manufacturer and distributor of auto parts with over 70 years of experience working in both national and international markets. Our main product lines include filters, batteries and lubricants for a wide range of vehicles within the automotive and heavy-duty sectors.

As a fundamental pillar of our accelerated growth plan, we decided to carry out a project with **London Consulting Group** to transform our business models in our Strategic Accounts segment and our Retail Chains and Auto-Service with the following objectives:

- Increase customer satisfaction through an improved customer experience (CX).
- Improve the efficiency of our processes (OX) and the user's experience (UX).
- Technologically transform our operations by digitizing the data management processes throughout the entire operation using tools such as Monday, Power BI, Power Apps and SAP.

These are some of the elements that we developed during the project and their respective results in both channels:

Strategic Accounts

A new sales channel was designed and implemented that focuses on developing and elevating our clients' professionalization through a consultative sales model. Some of the elements that had the greatest impact on growth were: KAMs structure dedicated to the segment, customized business plans, business intelligence portal (internal and market KPIs), customized training and in-field guidance. This has resulted in:

- 26% increase in total sales for participating costumers.
- 11% increase in the number of product lines sold by our customers (cross-selling).
- 45% increase in the commercial contribution (profit) generated by the segment.

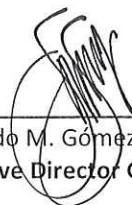
Retail Chains and Auto-Service

In order to improve our competitive position in the channel, we've transformed our intelligence and business models together with LCG. We designed and implemented a new technology-assisted promotion model (Power Apps) with an aim to effectively manage compliance to the visiting plan, the quality of the execution, and the management of terms and planograms at the point of sale. We improved our intelligence models, managing to customize promotions at store level and by SKU due to better data management and use (Data Analytics). Some of the results that we obtained are:

- 23% increase in total sales since the implementation of the project.
- New records in our market share value vs. competitors, in our main client segments.
- 33% increase in the commercial contribution (profit) generated by the segment.

The change management strategy was pivotal in our project, ensuring the effective involvement of those involved and facilitating the adoption of new practices and organizational culture. This approach was essential to maximize results and achieve the targeted goals.

The project's financial savings represent an annual return on investment (ROI) of 5.2 to 1, which is why we highly recommend **London Consulting Group** as a valuable strategic partner when developing business improvements and transformation projects.



Gerardo M. Gómez Cárdenas
Executive Director Gonhermex