

León, Guanajuato, July 2025

HDI Seguros is an insurance company that is part of the **Talanx Group**, which has a global presence. HDI is known for its **focus on customer service and technological innovation**, offering a wide range of car, home, life, health, and business insurance products.

We wish to express our satisfaction with and highly recommend **London Consulting Group** for the results achieved during the "**Commercial Impact**" improvement project, which was developed to establish our position as *the easiest company for agents to do business with*. Using the pillars of **Digital Transformation, Applied Technology, Agile Methodologies**, and a new **Organizational Mindset**, we worked together to design and implement strategic solutions focused on three key areas:

Data-Driven Commercial Execution

- We developed a **digital model of personalized commercial execution** that uses customized budgets for each commercial partner.
- We deployed a **dynamic visiting schedule** for customer visits and commercial prospecting, guided by advanced analytics and opportunity segmentation.
- We implemented a **digital field application** that centralized the planning, execution, and follow-up of commercial interactions.
- We connected tools and data across technical and commercial departments, achieving **operational alignment and a unified view of the customer**.
- We established agile follow-up routines, supported by BI dashboards, which promote accountability, performance analysis, and **data-driven decision making**.

Operational Excellence

- We established a **Middle Office framework** to manage the operational and administrative procedures, allowing our sales agents to spend more time on sales.
- We designed **direct channels for receiving requests**, optimizing flows, minimizing friction, and accelerating response times to business partners.
- We standardized operations using **key service metrics**, automated SLAs, and digital traceability for each commercial transaction.
- We developed a **Business Intelligence ecosystem in Power BI** to monitor operational and commercial performance, enabling proactive, predictive, and results-oriented management.

Growth Management

- We strengthened our **teams' leadership capabilities** with practical tools and key skills that promote effective communication, cross-department collaboration, and a results-oriented approach, fostering a culture of agile innovation and empowerment.
- We adopted **agile methodologies** to promote short value delivery cycles (sprints), enabling a style of adaptive leadership that focuses on continuous learning and sustainable organizational transformation.

Due to this transformation, we achieved results such as:

- Activation of **21%** of agents who did not issue policies in the previous year.
- **14%** increase in premiums issued vs. the previous year.
- **9%** increase in average production per agent vs. the previous year.
- A **76%** reduction in the time taken to submit quote requests and a **32pp** increase in SLA compliance.

These improvements resulted in a more efficient, intuitive, and satisfying experience, benefiting customers, agents, and the business as a whole. The improvements described have enabled the project's benefits to surpass its investment costs.

Sincerely,



Juan Ignacio González Gómez
CEO HDI Seguros