

Leon, Guanajuato, April 2024

HDI Seguros is an insurance company that is part of the **Talanx group** which has a worldwide presence. HDI is recognized for its **focus on customer service and technological innovation**, through a wide range of auto, home, life, health and business insurance.

As part of our strategic plan, we carried out the **IMPACTO project** with **London Consulting Group**. The project focused on **improving our sales agents and policyholders's experience** during the fleet selection and hiring processes.

To achieve our goal of improving the service provided to our customers, our work focused on three transformation pillars:

- **Operational Excellence:** We transformed our **quotation, underwriting, issuance, and renewal** models by **simplifying our processes** while at the same time implementing a **more agile management** model.
- **Digital Transformation:** We strengthened our digital ecosystem, enhancing the use of **BOT's and Artificial Intelligence** on our procedures service platforms and we developed digital dashboards with **KPI's** that are shown in real time to facilitate **decision making**.
- **Agile Mindset:** We implemented a **Growth Management program to train our change leaders**. These leaders adopted **agile methodologies** which enabled us to carry out short sprints and consistently deliver value. We incorporated the **ADKAR model** to guide our change leaders along their transformation journey.

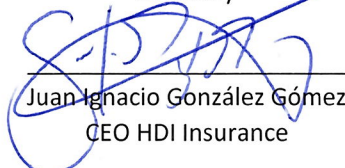
The new implemented processes were accompanied by **digital tools, automations, and a new way of managing teams**. **Data integration** has allowed us to have **end-to-end visibility** throughout our **customers' journey**. Some of the results obtained during the project are:

- **79% reduction in time spent generating a quote** when face to face with a customer.
- **24% reduction in returned paperwork** (applications not quoted to customers).
- **205% improvement in the underwriting team's productivity** when processing fleets of less than 50 units.
- **13% increase in converting quotes into issued policies.**

The described improvements have allowed the project's benefit to surpass its investment

We highly recommend **London Consulting Group** as a strategic partner when developing business improvement and transformation projects.

Sincerely

A handwritten signature in blue ink, appearing to read 'Juan Ignacio González Gómez', written over a horizontal line. The signature is stylized and somewhat cursive.

Juan Ignacio González Gómez
CEO HDI Insurance