

Lima, Perú, April 2019

Los Portales S.A. is a leading Peruvian company dedicated to a diversified class of investments and promotion of real state projects, urban developments, and tourist services (hotels). Among its investments, Los Portales S.A also provides services of management, promotion, development and operation of parking lots and related activities; Along with the commercial and financial operations needed for the described purposes.

Starting in October 2018 and finishing in May 2019, we developed a project of process improvement called **"LP Force" (the power of change is in you)**, which was leaded by the company **London Consulting Group, with focus in Commercial Productivity ("Vivienda HU")** and 3 sale booths. Through this project we succeeded aligning processes that improve management of productivity of conversions from visits (clients) to sales, to KPI's that allow to stablish new goals for the sales team based on performance ratios.

After implementing processes, tools and policies, some of the most representative models that generated results were:

- Definition of tools and automated KPI's of daily and weekly analysis/management for all levels of supervision, from operation level to top management.
- Fine-tuning of functionalities required from a CRM to accomplish the needs of the productivity model.
- Standard accountability and governance model which is generating cycles of continuous improvement, and hence new projects around the commercial model.

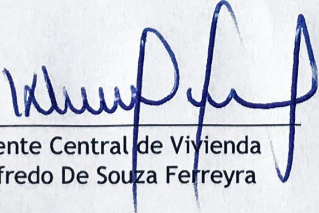
The main KPI result was:

- **Average increase in conversion from visits to sales of 13%**, affecting positively the conversion of 2891 visits in 46 additional sales during the implementation stage.

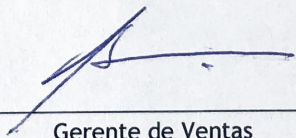
The Project concluded successfully in the agreed timeframe, delivering a return on investment of 4:1 (projecting sales 1 year after April 23 results), gross margin minus resolutions from 0 to 6 months (devolutions), which exceeded the initial expectations, thanks to the work and dedication of the team of Los Portales S.A. and London Consulting Group.

The change management, training process, and dedication of the team, as well as the methodology transferred through de different project stages, proved necessary and useful to the achievements of these results. New opportunities to increase the benefits, like improving supervision staff profiles and abilities and reducing employee turnover are being taken as new projects at the end of "LP Force".

It is worth highlighting the commitment and professionalism showed by LCG's personnel, as well as the effectiveness of the design and implementation methodology which ensures its compliance on all levels within the organization and the continuity of the results obtained.



Gerente Central de Vivienda
Wilfredo De Souza Ferreyra



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Ivo Tomasevich