

Santiago de los Caballeros, Dominican Republic, July 2022

La Suerte Dominicana is one of the most important and recognized Lottery companies in the country. We have a presence across the country, a global and innovative business vision, and a strong focus on our clients. We currently have over 5,000 employees.

Between March 2022 and August 2022 we developed, in conjunction with **London Consulting Group**, the second phase of the "Sinergia" (Synergy) project. The project focused on transforming our organizational structure, our processes, and our management model. The following areas were part of the project's scope: Operations Management, Service Management, and Human Resources Management.

The main aspects that were worked on during the project were:

Operative Processes

Stabilizing and growing our commercial model by designing and implementing capacity planning processes, determining the objectives and goals, implementing active supervision, calculating commissions, evaluating indicators, and implementing a new management model. All of these aspects are supported by *business intelligence* models in *Microsoft Power BI* and an accountability model at a national level.

Support Processes

Designing and implementing analysis and control tools for the recruitment and selection process, the personnel turnover, and the payroll process. We also implemented analysis and control tools in the Treasury department which support the cash monitoring processes and we implemented control and follow up tools in the refurbishment process in order to improve the efficiency of the costs generated by the Service department's Management.

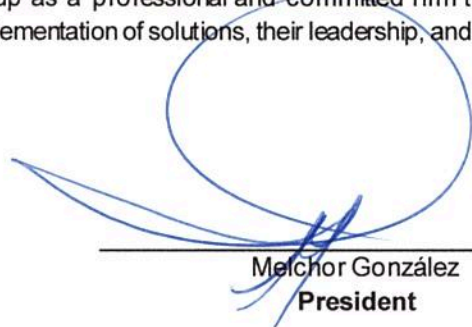
Digital Transformation

Designing and developing a strategic sales control panel in *Microsoft Power BI* which increased the maturity of our management process by taking decisions based on available information. Integrating, developing, and implementing data on new products that are being sold through the Sports sales channel. This information was uploaded on the operations management control panel using *Microsoft Power BI* and it supported the accountability model that we implemented. Furthermore, by coordinating with the suppliers we were able to standardize the agencies codes that we use on our systems and databases which improved and simplified the information uploading and updating processes.

Human Development

Developing and implementing an online learning management model which accelerated the training process that we provide to new employees. We trained the personnel on how to manage the platform using agile methodologies in order to continue creating and updating the content for the different departments within the organization.

The quantitative and qualitative impacts can be found in the attached annex. We are happy to recommend London Consulting Group as a professional and committed firm that positively impacts an organization's work culture through their practical implementation of solutions, their leadership, and their commitment to capitalizing on improvements in the short term.



Melchor González
President

Juan Manuel Rodríguez
General Manager


Annex: quantitative and qualitative impacts:

Operative Processes

- 1% increase in the revenue generated by the average Lottery ticket.
- 33% increase in the revenue generated by the average Sports ticket.
- 113% increase in the revenue generated by the average Virtual Games ticket.
- 3% increase in average Refills sales in the Lottery and Sports channels.

Support Processes

- 62% reduction in hours without sales due to tech problems.
- 77% reduction in the amount of technology tickets closed in over 16 days.
- 6% reduction in corrective maintenance given to the agencies.
- 5 fold increase in average monthly refurbishments.
- 38% reduction in the time it takes to refurbish the agencies.
- 1.42% reduction in personnel turnover.
- 25% reduction in fuel consumption.

Digital Transformation

- 2 reports were created at the strategic level for all of the products sold within the Lottery and Sports channels.
- 3 products were integrated into the information sources.
- 3 reports were created at a tactical level for the products sold within the Sports channel.
- +20 displays and +12 metrics were generated for all the control panels that were developed.

Human development

- 3 training models were created to provide the Operations Management with more knowledge.
- 44 contents focused on the development of Sales Assistants in their jobs.

Other qualitative impacts

- Implementing new roles and functions for the Operations Management's key positions.
- Implementing weekly operative meetings to review the results achieved by the strategic, tactical, and operative levels.
- + 40 employees implemented their key roles and functions at a Supervisor level.
- Defining the competencies required for the different positions within the operations.

The financial benefits achieved through the solutions that were implemented during the project generated a return on investment of 2.9 to 1 by June 2022 with a forecasted annualized return of 4.7 to 1.



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