

PROVAC is one of the divisions that make up GRUPO POSADAS and is one of the main Vacation Clubs in the country which has over 45,000 members nationally and internationally. As part of the group's strategic initiatives, we carried out, along with London Consulting Group, the project called "Posadas More Agile" with the objective of optimizing the operating processes and to raise the personnel's performance, achieving the following accomplishments.

FIESTA AMERICANA VACATION CLUB.

- **Member Care and Service Model:** Decrease in the rate of hang-up calls and an increase in the levels of service provided. The Club and Collection functions were integrated while improving the service experience and achieving a unique level of customer care.
- **Promotion and Sales Model:** The active promotion unit was created based on a purchase probability model achieving an increase in sales to members.
- **Member Satisfaction Model:** Creation of the area and processes while reducing member's waiting times and complaint resolution timeframes.
- **Club Member's Referral Model:** Definition of moments of truth to obtain referrals and a reward system for the members.
- **Weekly and Daily Sales Meetings Model:** Definition of the daily management methodology to ensure compliance with the objectives.
- **Indicator Model:** Design of indicator panels for the management of the areas of the Member's Club.

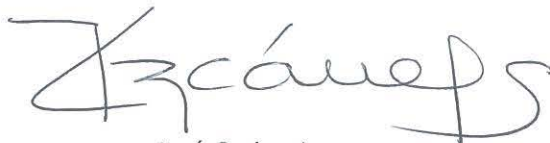
The project's economic benefits have surpassed our expectations, obtaining by the end of the project a ROI of 2.7 to 1 and an annual ROI of 12.1 to 1.

- A 8% increase in sales to members due to the proactive sales model.
- A 9% increase in sales to referrals.
- Improvement in the reduction of cancellations by 19%.
- A 68% decrease in accumulated hang-ups.

It is worth mentioning that London Consulting Group's work was not limited to providing improvement recommendations but they also worked shoulder-to-shoulder along with our personnel to design and implement the changes in the organization.

Based on the aforementioned we would like to highly recommend London Consulting Group and express our complete satisfaction for the work performed.

Sincerely,



José Carlos Azcarraga
CEO Grupo Posadas



Gerardo Rioseco
Vice President Provac Posadas

