

Santo Domingo, Dominican Republic, July 16, 2012

To whom it may concern,

SYNCRO LOGISTICS is an international, maritime and air cargo coordination company which also offers warehousing, ground transportation and customs services, among others. Their headquarters are located in Santo Domingo, Dominican Republic but they have representative offices around the world.

We hereby would like to highly recommend the company **London Consulting Group** for the services rendered during the project called "**SAR**", which was carried out between February and July of 2012.

During the project, the Commercial and Documentation areas and their respective improvement initiatives for the organization were worked on.

Quantitative improvements to date:

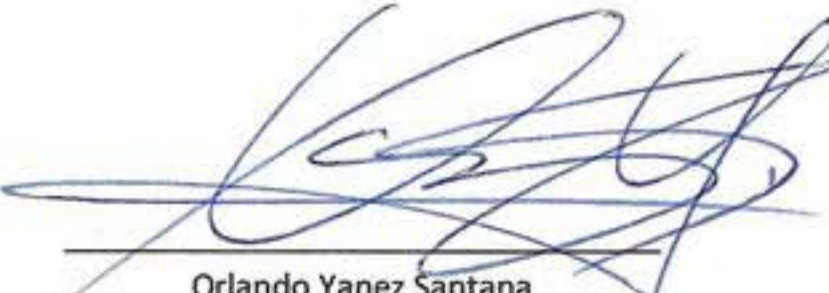
- A **24% increase in the volume of quotes** generated by the sales force.
- A **15% increase in the commercial activities' volume**.

Quantitative improvements:

- Implementation of a **commercial system** with a proactive follow-up of the relationship with our clients, based on an activity management tool.
- Implementation of the **intercompany communications model (War Room)**, that allows us to coordinate all commercial tasks and work for each company, improving the services' cross-selling.
- Improvement of the **operations record system** for imports, exports, customs and other services, improving the coordination with the commercial area.
- **Standardization** of the customer service and customer care concepts by the commercial area through a commercial skills seminar.
- Redesign of the **organizational architecture, structure and job profiles** for the entire company.
- Implementation of a **management system** based on commercial, operative and financial indicators.
- Collaboration in the establishment of the **medium and long term strategic objectives**.

The project concluded within the agreed upon timeframe, covering 100% of the promised approach. Even though there was no committed ROI, we are confident that in the future the project will pay for itself.

Based on the aforementioned, I have no qualms recommending **London Consulting Group** as a consulting firm that is able to carry out projects that will positively impact the entire organization and that can commit to deliver an attractive return on investment for the organization.



Orlando Yanez Santana
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Syncro Logistics