



Lima, July 2012

To whom it may concern:

We hereby would like to express our recognition of the work performed by London Consulting Group during the efficiency and productivity project carried out by Telefonica's Customer Service Management from October 31, 2011 to July 2012.

During the above mentioned project, London assigned a team of consultants who worked in conjunction with our personnel and took the necessary measures to achieve the project's results. Among the most relevant outcomes were the following:

- A compilation of all personnel's activities within the areas of Contact Center Management and Customer Service and Operations Management was performed achieving a detailed volume per hour for each of the processes used for the analysis.
- During the process and activity analysis stage which focused on workloads, an opportunity for availability in man-hours was identified equivalent to 17% of the total head count.
- Likewise, opportunities and scenarios of probable value generating initiatives were analyzed for the VP, identifying the activities in which Telefonica's personnel could develop and then relocate taking their experience and knowledge into consideration in order to ensure their appointment and to maintain a good working environment.
- The identified initiatives were included in the Management's strategic plan, therefore the project was developed at the perfect time to make those initiatives viable and execute them.
- We were able to identify 100% of the people selected to be relocated within the different management areas, and 80% of the relocations were performed, taking the required training into consideration to carry out the initiatives.
- The aforementioned will generate savings of \$2,779,096 USD during the first year which represents a return on investment of 4.9 to 1.
- Lastly, workshops for the Development of Management Skills were provided for 84 executives within the Customer Service Management with the objective of teaching leaders change management strategies, communication, work systems, task compliance, time management, teamwork and human resources management.

Based on the aforementioned and the dedication and responsibility of their team of consultants, we highly recommend London Consulting Group as a committed and professional company which always works towards results.

Sincerely,

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Seneca de la Puente Estremadoyro  
Director Customer Service