

BANREGIO has 152 branches throughout the country which provide financial services to both the business banking segment along with the personal banking segment. As a key initiative to continue the Bank's accelerated growth, we developed in conjunction with London Consulting Group, the NUEVO MODELO DE SUCURSAL (NEW BRANCH MODEL) project. The project's focus consisted of improving the commercial productivity of the bank's Business and People segment, along with defining and implementing a methodology for the branches which will integrate them to BANREGIO'S New Office Model. Some of the project's key achievements and results were:

COMMERCIAL MODEL

- A commercial model was designed and implemented for the New Office Model for both the Personal and Business segments which included the following models and processes: Defining Objectives Process, Prospecting Process, Commercial Processes Model, Indicator Management Process, Active Supervision Process, Feedback Process, and an Implementation and Sustainability Model.
 - 27% increase in volume of Checks processed.
 - 7% increase in volume of Investments processed.
 - 61% increase in the amount of Credit Cards allocated.
 - 4% increase in the amount of Business Credit Card allocated.
 - 53% increase in the amount of allocated Mortgage Loans.
 - 8% increase in the allocation of Point of Sales Terminals.
 - 13% increase in the allocation of Life, Auto, and Other Insurance Premiums.

BRANCH OPERATING MODEL


- The new branch operating model was designed and implemented in 12 branches. The model considered the following:
 - Headcount Definition Model: The ideal number of advisors was determined based on each branch's portfolio.
 - Personnel Evaluation Model: The Positions' Role Profiles were redefined for the Commercial department. Based on this, 290 members were evaluated in order to integrate them with the New Operating Model.
 - Personnel Selection Model: Some of the bank's personnel was selected for integration based on the designed profile, their commercial results, and other key elements for their selection such as integrity tests and their status on the credit bureau.
 - Follow-up Process, Communication and Integration of Personnel: A methodology was designed and implemented in order to give prompt follow-up to the improvements which were integrated with the New Operating Model: Branch Definition, Commercial Organization and Structure, Real Estate, Infrastructure, Mobile Communications, and Access, Security, and Processes Facilities, among others.

The economic benefits of the project have surpassed our expectations by attaining a ROI of 1.2 to 1 at the end of the project and a forecasted ROI of 6.3 to 1 in a year's time.


It is worth highlighting London Consulting Group's methodology as one of the key aspect which ensured the project's success, due to the manner in which they manage change, their hand-in-hand implementation method, and the involvement that was displayed by all levels of the organization in order to generate a change in the personnel's work culture.

We highly recommend London Consulting Group as a professional company with a strong focus on attaining results.

Sincerely,



Roberto Espinosa Alvarez
Commercial Director



Enrique Arturo Cisneros Moreno
NMS Director