

PROVAC is one of the divisions which make up the **GRUPO POSADAS**, and one of the main Vacation Clubs in the country. It consists of 4 leading products in the market which are Live Aqua Resident Club (LARC), Fiesta Americana Vacation Club (FAVC), Re set and Kivac. As part of the group's strategic initiatives, we carried out, in conjunction with London Consulting Group, the "Integración Operación Hotelera - Provac en Los Cabos" project with the objective of optimizing the operating processes and increasing our commercial effectiveness on FrontDesk. The project generated the following results:

INTEGRATION OF THE HOTEL'S OPERATION - PROVAC

- A FrontDesk integration model was designed and implemented (Reception-Concierge-Vacation Consultant).
- 54% increase in the average contact with newly arrived guests.
- 68% increase in the amount of invitations to the Sales Room.
- 39% increase in the amount of sales made in the Sales Room, which were derived from the increased amount of invitations.
- The amount of time dedicated to the Check-In Process was reduced from 40 minutes to 10 minutes (75%).
- 8% increase in the amount of All Inclusive Sales, in comparison to the same period last year.
- 25% increase in Upselling Rooms, in comparison to the same period last year.

The financial savings generated by the Project have surpassed our expectations, **reaching a ROI of 6.2 to 1 by the end of the project, with a forecasted return of 18.7 to 1 in a years' time.**

London Consulting Group's methodology was a key factor in the project's success due to the way they managed change, their shoulder-to-shoulder implementation process, and **the level of involvement displayed by all levels of the organization with the objective of changing the personnel's work culture.**

We highly recommend London Consulting Group as a professional company which is focused on attaining results.

Sincerely



Gerardo Rioseco
Vice-president PROVAC Posadas

