



Houston, TX
Feb 2022

To whom it may concern

Del Pueblo Funeral Home is dedicated to providing funeral services with the integrity, respect, professionalism, care and compassion that defines us.

At Del Pueblo Funeral Home, we know that every life is unique and we offer a wide spectrum of funeral services and products to honor the memory of your loved one. At Del Pueblo Funeral Home appreciate your trust. We have the necessary experience to assist native communities of Mexico, Guatemala, Honduras, El Salvador, Latin America and the rest of the world, to simplify the return home, when the time comes.

Thanks to our increase in sales, we began a project to build a 'Data Warehouse' and thus be able to centralize the information from our systems, and give value to said information and, above all, to have clarity on the current state of our business. That is why we selected London Consulting Group as a partner in the digital transformation project for the development of our business intelligence tool based on Microsoft's Power Bi. With the new tool we were able to make faster searches of the different internal and external data needs of the organization and provide greater peace of mind about the correct quality and use of the information for key group decision making. A successful project that allowed the development of key elements for the success of the business such as: KPI's, information analysis, automation and integration of information, among others. All with a customer-centric approach and data-driven initiatives for decision making.

Outstanding results:

Data analytics

- Agility in decision making due to integration of information in automated dashboards.
- Transformation of manual reports to automatic views compatible in Desktop and mobile.
- Easy analysis through centralized information improving visibility.
- Reduction of information extraction and generation time by 77%.

Operations

- Geolocation of transfers made around the world.
- Automated generation of customer demographics.
- Prediction of payment dates through artificial intelligence.

Financial:

- Timely identification of variations in costs and expenses in the financial statements.
- Financial comparisons within periods to choose.
- Analysis of financial reports automatically and immediately.
- Increase in the use of the internal system.

Throughout the project, the LCG team demonstrated their commitment, professional approach and work ethic, working closely with our staff at all levels. Following the LCG methodology, they were able to deliver all these results, making the company maintain a focus on digitization and constant transformation.

A handwritten signature in black ink, appearing to read "Alfredo Tinajero", written in a cursive style.

Alfredo Tinajero
CEO

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