Confianza
fianzas y seguro de crédito

Respaldamos
tu crecimiento

Guayaquil, Ecuador Jun 2025

SEGUROS CONFIANZA's mission is to create value for our clients and other stakeholders by supporting their projects and businesses through a client-centered approach, continuous innovation, and social responsibility. Since 1986, we have specialized in finance and credit insurance, maintaining a presence in the country's major cities.

As part of our Customer-Centricity strategy and in alignment with our digital transformation vision, we have decided to undertake a new six-month project with London Consulting Group. The main objective of this second collaborative project was to implement and parameterize Five9, a specialized platform used to operate our Payment Collection Call Center.

This project is part of our innovation roadmap and was designed using an agile and collaborative approach, which enabled us to effectively integrate the tool into our operational processes. Through sprints, cross-functional committees, and pilot tests, we validated, adapted, and implemented the solution, achieving a significant degree of adoption and alignment with our business needs.

Main activities that were carried out:

Implementation of Five9

- Functional review and initial tool parameterization.
- Integrating the Five9 payment collection platform with our internal processes.
- Activating and configuring the WhatsApp customer service channel.
- Structuring and designing a tactical-operational dashboard in Power BI, enabling more agile and data-driven management.
- Continuous support was provided throughout the product's configuration, testing, adjustments, and deployment.

Operational Management

- Redesigning the payment collection process using the PAFEF Methodology and adapting it to ensure Five9's central role in the process.
- Designing and implementing a Capacity Planning model for the Payment Collections operation.
- Updating and modernizing job descriptions, aligning them to the new operational model.

We are pleased to recommend London Consulting Group as a firm that not only provides technical and methodological expertise but also drives the cultural change needed to truly transform an organization.

Although this project wasn't carried out with a target ROI from the outset, we were able to identify concrete improvement opportunities that, once implemented, are expected to yield a return greater than 1:1 in the coming months.

We would like to acknowledge the high level of commitment, professionalism, and client focus demonstrated by the London Consulting Group and Seguros Confianza teams, who worked together to successfully achieve the objectives established at the beginning of the project.

Sincerely:

T. Peña

Teresa Peña
Chief Executive Officer
Confianza Insurance