

6. Prosegur Alarms

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6.1. The value of **Prosegur Alarms**

Prosegur Alarms provides alarms for homes and businesses. The unit offers high quality services to households and businesses, adapting to the security requirements of each customer. The value

proposition in this business is highly customised, thus generating outstanding service quality. Said quality stands as a determining factor behind the consumer's purchase decision.

Furthermore, Prosegur Alarms holds a distinctive market position relative to competitors, as part of a specialised security group.

Some of the key services provided by Prosegur Alarms include:



PROSEGUR SMART

Prosegur Smart a **mobile application** designed to support full interaction between customers and their security system. Customers can use the service to remotely control their alarms, viewing real-time images from their home and having access to information on alarm activity, connections, disconnections, etc.



ACUDA

The **immediate alarm response service**, known as Acuda, sends a security guard to any location where an alarm has been triggered. The guard will be supported by the Alarm Reception Centre, which coordinates the entire intervention together with police and security forces. Acuda services are monitored and provide very short response times.



HAWKEYE

This represents an **intelligent security service offering maximum protection at buildings 24 hours a day**, every day of the year. The system guard engages in real-time and permanent interaction with users as they enter or leave their homes, and notifies the police of any incident, thus providing security and peace of mind to the community.

6.2. Business environment and future

During 2018 Prosegur Alarms posted organic growth of 18.9 percent, representing faster than average expansion in the industry, despite the slowdown in Argentina. Furthermore, in the final period of the year the company launched operations in Turkey, while also making acquisitions in Paraguay and South Africa.

The goal of Prosegur Alarms going forward is to generate value based on growth and customer loyalty. The business unit builds operations growth around the finest talent, process improvement, productivity and enhanced service quality, with particular emphasis on its Smart application.

Additionally, in markets that represent a good business opportunity based on geographic and demographic factors, the unit will evaluate potential development plans, provided that it can guarantee absolute quality in all services that it offers.

Prosegur Alarms implements a differentiation strategy grounded on the customer experience, driven by quality and service personalisation. The company's goal is to spearhead digitalisation to enhance efficiency and thus extend the customer lifecycle. Thus, Prosegur Alarms remains focused on profitable growth around five key pillars:

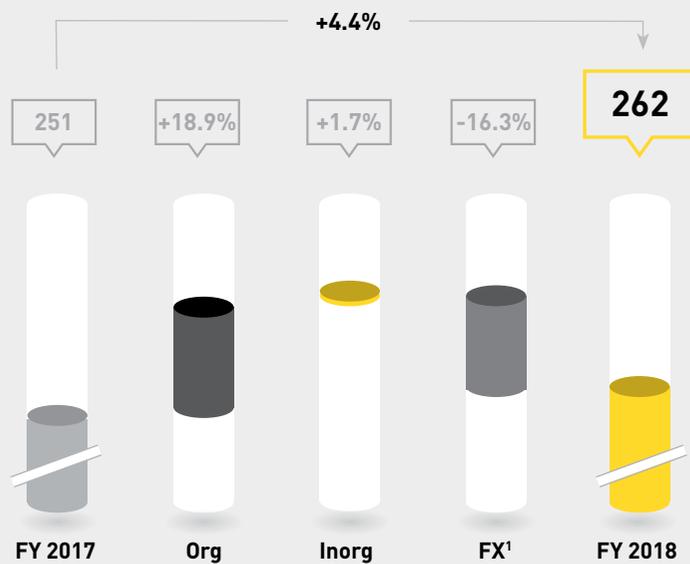


6.3. Key figures

Prosegur Alarms recorded sales of EUR 262 million in 2018, up 4.4 percent on the previous year. The unit secured 547,000 connections, representing net total growth of 10 percent compared to 2017.

Furthermore, it doubled the penetration of its Smart platform, which is now used by 15 percent of the entire customer base. Finally, the unit launched a series of initiatives aimed at improving its customer retention rate, portfolio classification and driving process improvement, the impact of which is already being felt in results.

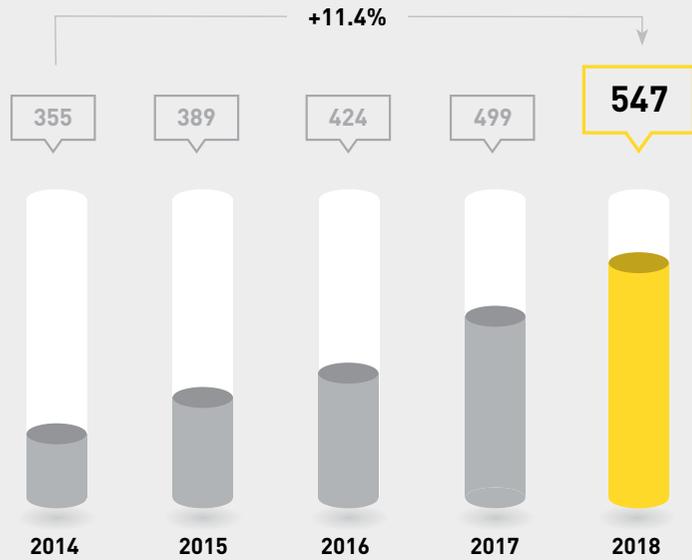
Sales (In millions of euros)



Constant organic growth in sales of around 20 percent

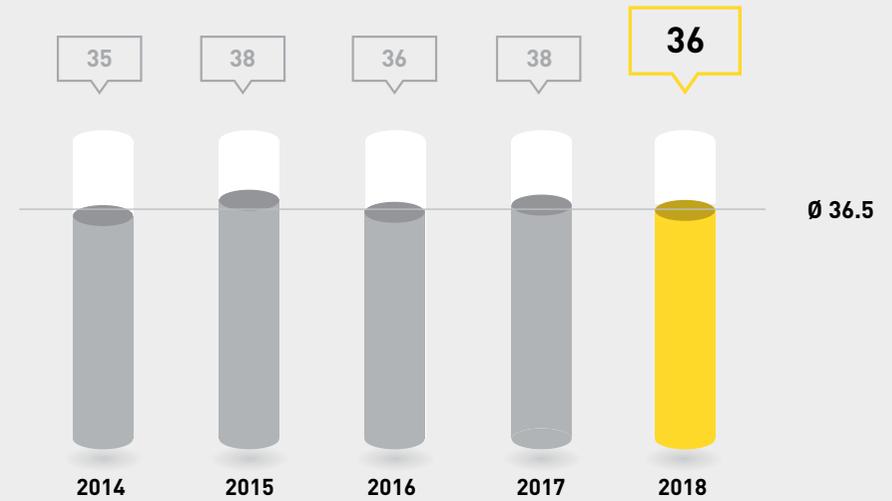


BTC
Thousands of connections



Increase in net connections of 10 percent compared to the same period 2017.

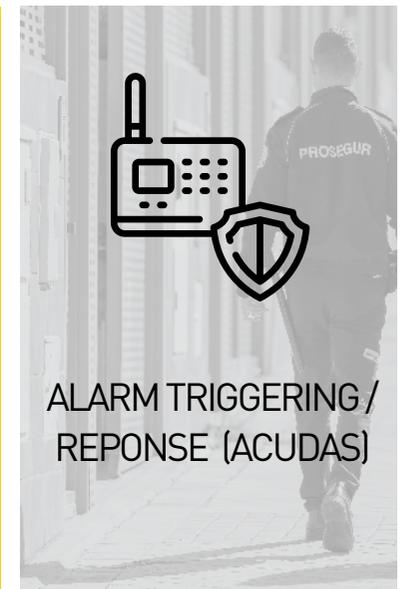
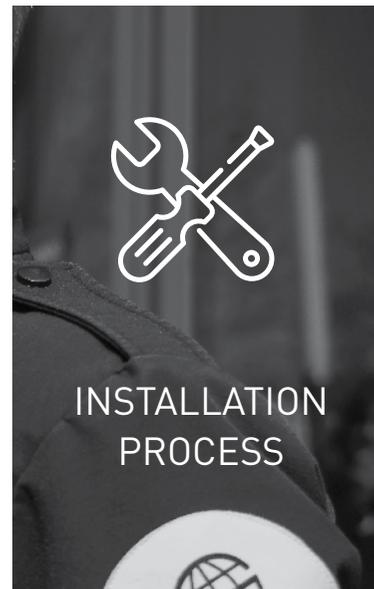
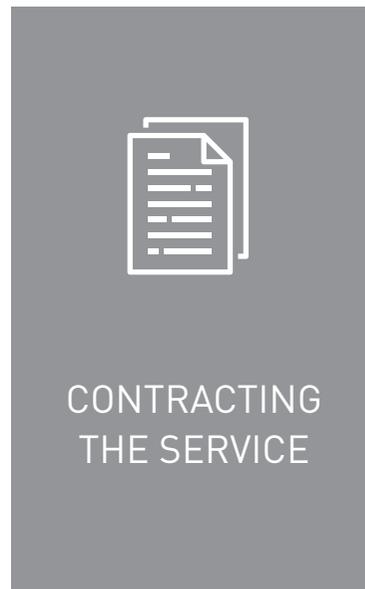
ARPU (Average Revenue per User)
Average income per user in euros



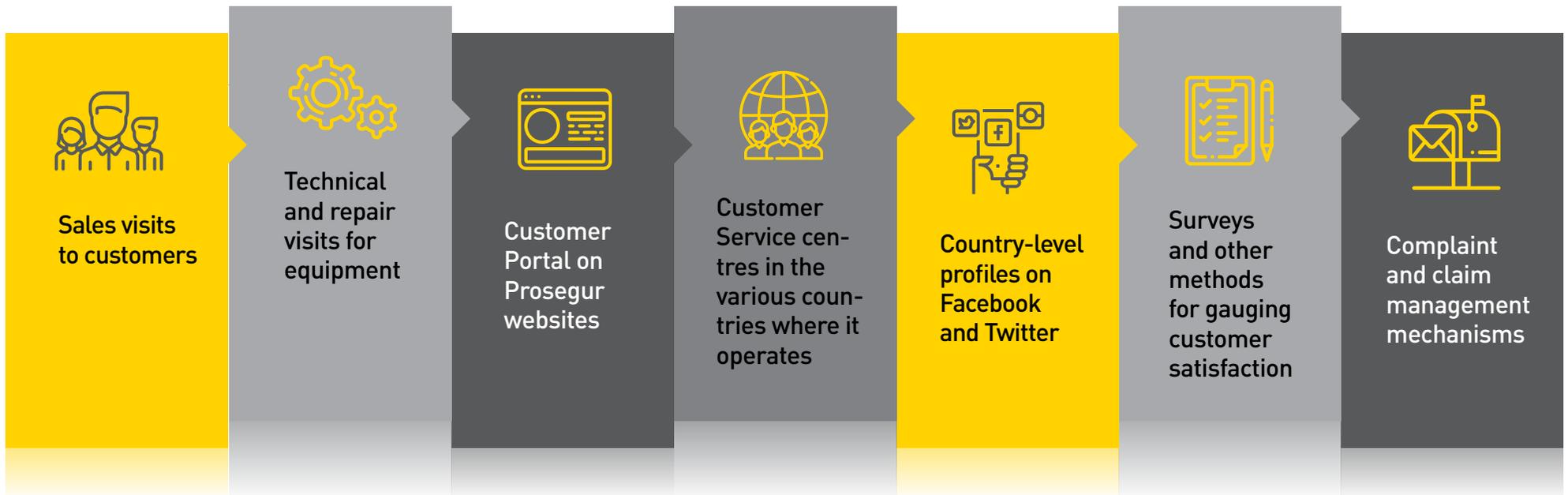
The recurrent monthly fee remains in line with long-term trends, despite an adverse macroeconomic climate in Latin America.

6.4. **Customer** experience management

The main objective of Prosegur Alarms is to provide customers with a quality security system based on customisation and reliability. With this in mind, efforts in the business line have been focused on offering to customers the services and processes that they need, with a view to ensuring their full satisfaction at all times. Furthermore, Prosegur Alarms reviews its products and services as part of a continuous improvement process, to enhance the same with new functionalities pursuant to evolving customer requirements. In order to subject services to rigorous quality assessments and drive constant improvement, the company deployed its Right Now tool. This gauges customer satisfaction with services at five different points of contact:



Additionally, Prosegur Alarms services feature multiple resources to ensure two-way communication with customers and address their particular needs. The company has the following active communication channels available



Progress in 2018

- › **New version of the app and customer portal (Smart):** During 2018 Prosegur further improved its alarm control and management tools, launching a new version of the app and customer portal (Smart). These tools now feature a more attractive design, are more user-friendly and include new functionalities, which can be used by customers to very easily control their alarms from any location.
- › **Genesys Tool:** The Genesys tool has been deployed at the call centre, helping to shorten waiting times and improve customer service, as well as automating processes and streamlining administrative tasks.
- › **Review of the onboarding process:** The entire customer onboarding process has been re-

viewed, ensuring that customers are provided with all the information they require from the very moment they contract their alarm: how it works, automatic access to control and management tools via Smart, user manuals, and more.

- › **Message unification:** The messages sent to customers during alarm events have been unified and improved, with the aim of providing clear and complete information, as well as eliminating any unnecessary action.
- › **Training:** Initiatives have been run to train teams in the appropriate methods for enhancing customer satisfaction, conveying the importance of obtaining information via satisfaction assessment surveys. Last year the NPS response rate doubled.





7. About **this report**

