



DCV REGISTROS SUCCESSFULLY BEGINS THE SERVICE AND MANAGEMENT MODERNIZATION STAGE

During 2011, the approach was the search for fluid and coordinated information from DCV Registros, to evaluate and systematize the operation of the various processes that comprise the DCVR service, with the intention of seeking efficiency in operations as well as in customer service, to promote excellence in the service to customers (Issuing Companies), and to shareholders who are attended in company offices.

DCVR service manager, Claudio Garín, says that today we have tools that allow us to obtain a greater and better level of information, control and analysis in order to adopt more efficient changes. 'We knew that there were some times during the day in which waiting periods were very short and peak hours in which meeting the standards we have established with our clients was more difficult. So we decided to initiate a system that provides us with online information regarding what's going on with customer service, both between the executive and the client, as well as the reasons for clients to visit DCVR offices', explains Garín. This information, he adds, will allow us to know which transactions that clients make physically may be done remotely, in order to offer a more comfortable and efficient service platform to DCVR users. In turn, it has allowed us to adjust the arrangements with support personnel, recruiting them with flexible working hours, which lowers the transaction costs without impairing the quality of the service.

In addition and simultaneously to the above, various elements were implemented, such as the new authentication system in physical customer service channels, which allows validating the digital finger

print instantly, complying this way with the security requirements imposed by the market. Today, 70% of ratifications are performed through this mechanism in DCVR offices, and improvements are being made in this regard.

With regard to customer service channels, the company has 4 mechanisms of communication and delivery of information to clients; physical service, telephone service, electronic mail and account executives assigned to issuing companies. Electronic mail has shown the highest growth; 9,500 inquiries through this means in 2010 versus 12,200 in 2011. However, the telephone continues to be the means most used by shareholders. In 2011, DCVR handled 58,000 calls, a figure that sets against the 17,000 cases of in-person service.

This is why we are also considering measures intended to promote and modernize remote service channels. For the telephone service, there is a continuous process of training for Call Center executives and the most recent change is the installation of a recording and ID identification system, as well as another that allows the identification of the holder through a series of variables that are measured by telephone. With this, not only does the executive know who they are talking to, but it also allows for the collection of information to sensitize the company about the recurring needs of clients and eventually implement improvements.

At least 12,000 ratifications are performed each year by telephone, and they are normally connected with the largest transactions.



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According to Garín, this has resulted in the need to strengthen the platform, providing it with more information integrated in CRM, facilitating the implementation of procedures, inquiries and transactions through it, which is why this system undoubtedly represents an improvement in controls.

In addition to the above is the remodeling of customer service offices, as a way to demonstrate to clients, the changes and modernization that have been implemented in relation to processes and security. Today, shareholders and issuers that need to go to DCVR offices will find a renewed face that answers to clients' needs and makes operations more fluid.

All of this was framed within the 2011 work plan that allowed the company to face the new times and the new clients and services to come. Today, DCVR administers the shareholders' or contributors' registry of 237 companies, which includes all of the companies that performed stock exchange openings in 2011.

The challenges

**DCV REGISTERS
CONTINUES TO
IMPLEMENT A SERIES
OF MODERNIZATIONS
TO ITS OPERATIONAL
MANAGEMENT
SYSTEMS AND CLIENT
SERVICE AS A MEANS
OF CONTINUING THE
PATH INITIATED
DURING 2011.**

“The challenge for 2012 is to continue growing commercially, to attract new clients and in particular, generate an even broader offering of services that not only respond to clients' needs, but which anticipates them’, says Claudio Garín.

Another of the great objectives for this year is to put into practice some of the developments that have been performed regarding technology, and which will allow us important improvements in processes, such as: Shareholders' meetings, preferential offers and payment of dividends. Moreover, with regard to human resources, we will begin an ambitious training plan for DCVR team members. ‘The idea is that everyone can have a deeper understanding of the stock market, and this way, help them to strengthen their role and contribution within DCVR's value chain’, concludes Garín.