



## Meeting High Standards for a Peruvian Cosmetics Company: A G4S Case Study



Improved Standards and Reduced Turnover Rates



Uniforms, Equipment and PPE Supplied



Deployed a Safety Coordinator

*A major manufacturer of cosmetic products in Peru trusted G4S to help them meet their important KPIs for their security service. Here's how we improved standards, reduced turnover rates and responded to customer requirements.*

### The Challenges: Overview

One of G4S's customers is a multinational company specialising in cosmetics and beauty products, with a presence in 11 countries around the world and more than 50 years of experience. This organisation was restructuring its internal processes and they had identified several KPIs that were not being achieved.

G4S rose to the challenge of meeting these specific KPIs which were not considered in the original contract. The goal for this customer and the driving force behind the security upgrades was to be recognised as the most prestigious Latino Corporation for the direct sale of beauty products. We completed a full readaptation of the service to adapt to the new requirements.

### The Goals

G4S started by carrying out an evaluation at the commercial level of each requirement established by the customer. Then, laid these goals out via agile methodologies on a work table, applying Design Thinking and SCRUM to outline the processes necessary to implement them.

For example, the evaluation identified that turnover rates were quite high. Analysis revealed that employees were not motivated and did not feel a personal connection with the company. The challenge would be to establish measures that would promote brand identity, as well as improving morale.

We knew that one of the most important components of this project would be a change in the chain of supervision. This meant placing a Security Coordinator in charge of ordering data and putting every aspect of the service in order. Together with the Logistics Team and Human Resources, the important tasks were delegated and the plan was carried out successfully.

## The Solution

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The design and planning stage revealed that the best approach would be to implement an internal supervision team to directly manage the main issues identified. Here are the steps taken to execute this plan:

- ▶ We carried out a survey of all data corresponding to the operation, making it possible to establish workflows and an execution period for each process. This allowed the team to prioritise the customer's requirements.
- ▶ Employees were provided with all necessary materials to do their work, including uniforms, equipment and PPE.
- ▶ The Safety Coordinator collaborated with Human Resources to establish a training programme for employees to ensure everyone was clear about their functions.
- ▶ We also created a personalised customer loyalty programme, called "Pro Agent". This programme is managed internally by the Security Coordinator and the main leaders of the operation.

## The Results

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The customer expressed that they valued the management G4S provided during this period of changes. When undergoing a service upgrade of this scale, communication is especially important to maintain a strong relationship with the customer.

In this case, we kept the customer continuously updated on the solution strategies and the monthly KPIs. The training plan was achieved and all uniform requirements were covered according to the schedule.

We were able to meet 100% of the customer's requirements. In addition, the "Pro Agent" loyalty programme improved operations by rewarding outstanding performance. As a result, the staff turnover rate dropped to 8%.

Not only has the customer decided to renew their contract with us but they continue to be an advocate of our services, demonstrating ongoing confidence in our ability to support them. This is a result of the care we took in personalising our service to the unique needs of the customer.

### Achieving The Unique Goals of Our Customers

G4S is a world leader in Security Solutions, with a presence in more than 90 countries. The customer trusted us with this project because they valued the effectiveness of our services and the ethics with which we provide those services.

**Does your business need a trustworthy, comprehensive security solution custom-tailored to your needs? [Reach out to our expert team to book your one-on-one consultation.](#)**