

Development and Training



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Qualification of our staff is a relevant element in our strategy. We constantly invest in their development and training, because we believe they are key for the success of our business and for the greater satisfaction of our customers. We focus on promoting enriching and innovative experiences in the development of skills and behaviors.

In 2022:

- More than 2.4 million participations in training, with an average of 58 contents consumed per user.
- More than R\$ 115 million invested in development and training, 25.7% more than in 2021, with an average investment per employee corresponding to R\$ 1,227.64.
- We follow some training solutions to assess the positive financial and business effects of investments made in human capital development. Below are Cases on Training Programs:

- **CPA-20 EAD:**

This course aims to enable Service Station Managers to obtain certification in investment products by ANBIMA (the official association that certifies professionals in the financial market) in series 20, in order to retain and exceed customer expectations, marketing products and services of investments, with higher quality, for a sustainable growth and results of the portfolios.

The course accounted for 32,026 participations, distributed in 13 classes and a 56.45% FTE percentage.

Program with 54 course hours.

The following benefits have been identified:

- Development of skills, acquisition of new knowledge, significant improvements in the performance of work routines.

Regarding the benefits for the Businesses, we highlight:

- **5%** of Revenue on operations
- **16%** Return on Investment (ROI)

- **InvestFlix Especialista PA:**

Intended for Service Desk Managers, with the aim of improving and deepening technical and strategic knowledge about Investments and the financial market, its instruments and indicators, aiming at understanding and interpreting to provide advisory service in investment products, based on the investor's profile, aiming at increasing the volume of business.

The InvestFlix Especialista PA course had 1,081 attendants distributed in 23 classes and a 21% FTE percentage.

Syllabus with 10 course hours.

According to the evaluation, the training solution brought benefits such as the application of the content on a daily basis, didactics and amount of transmitted knowledge, which is of key importance for working on the front line.

Result for the Business:

- 13.19% increase of revenue on operations
- 273% Return on Investment (ROI).

○ **Client-Focused Consultive Selling**

Intended for Service Station Managers, for building customer loyalty and exceeding customer expectations, selling products and services, granting credit with better quality, aiming at sustainable growth and portfolio results, supporting the development of negotiation and relationship skills, through dialogue explanation, role plays, video excerpts and group discussions, presents techniques and tools for carrying out consultative sales.

The course had 2,521 attendants, distributed in 96 classes and a 12% FTE attendance percentage.

Syllabus with 16 course hours.

According to the evaluation, the training solution brought the following benefits: "the strengthening of principles and direction for approaching customers, through interactions and with great sales techniques to help us on a daily basis, keeping the customer at the center.

Result for the Business:

- 15.20% increase in Operations Revenue
- 48% Return on Investment (ROI).