

# LUXURY SLOVENIA DMC

<http://www.luxuryslovenia.eu/>

## LOCATION

Ljubljana, Slovenia

## COMPANY TYPE

DMC

## GO LIVE DATE

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## LUXURY SLOVENIA DMC SEES DIRECT IMPACT ON THE BUSINESS EFFICIENCY AFTER IMPLEMENTING LEMAX SOFTWARE

As a provider of the premium quality luxury tailor-made travel experiences, Luxury Slovenia DMC offers unrivaled service and advice to their clients on the most appropriate travel options to suit their needs. They are a Member of Virtuoso - specialists in the art of travel and Select In-Country Partners by Travel Leaders Group. With almost 20 years experience in luxury travel, they have developed a high level of expertise working with Agents, Tour Operators and Consumers globally.

For this Case study, we interviewed co-founders and General Managing Partners, Matěj Valencic and Matěj Knific.

Matěj Valencic is a mastermind behind several travel brands. He created them with the vision to offer a personal and exclusive approach to guests, where no wish is impossible to make true.

Matěj Knific on the other hand has been working in the marketing for more than ten years, covering fields like product marketing, corporate marketing, new product development, and digital marketing. Three years ago, he transposed his marketing expertise to the tourism industry.

### CHALLENGE

As the company and its business grew, Matěj and Matěj, were aware that they need assistance in staying fast and efficient. They did not have a clear overview of their sales and operations pipeline which made it challenging for them to drive the business strategy and achieve their goals.

When it came to Sales, they've used **several different tools**. This required a lot of manual work, retyping, and possible mistakes. The lack of automation made them less efficient in everyday work and it impacted the profitability of their products.

Among other pain points, they had **no clear overview of the sales pipeline** needed for easier forecasting and to ensure the conversion of inquiries to business opportunities. No clear overview made it difficult for them to oversee the stage of each inquiry, obstacles, pending follow-ups, expected and due payments, etc.

On the **operations side, they did everything manually**. The supplier communication was time consuming and prone to errors. This way of work has put a lot of stress on their employees, and it made it hard for them to achieve their desired goal of replying to their customers in less than 24 hours.

The stated challenges impacted the scaling of their business as they lacked data-driven decisions. With this in mind, they started to look for a solution that would **digitalize and automate their processes** enabling them to work much faster and more importantly, become more **customer focused and leverage the data they have for future growth**.

*"We wanted to be quick and efficient. We needed to answer our travel agents on the same day, so we searched for a technology that would enable us to do so."*

*Matěj Knific, Managing Partner @ Luxury Slovenia*

### SOLUTION

They have been searching for a partner in the travel technology space for more than two years. "We've searched a lot of websites, read a lot of forums until we found Lemax", says Matěj. After evaluating several vendors, Lemax was shortlisted together with one more vendor.

After the software demo presentations, and exploring how their every day business maps to Lemax solution, they tested the system for a few days which gave them confidence in moving forward with Lemax software.

Luxury Slovenia opted for the complete Lemax solution that would cover their **core processes** from Accommodation, Tours, Transfers, to B2B and B2C offline sales, mail communication, etc. They also chose **Automated Actions** that would enable them to automate many activities that needed human intervention leading to faster communication with Suppliers and Customers.

When we asked them about their favorite feature, they each had their own point of view. For Matěj, that's **the itinerary builder**. Being in the luxury segment especially, the ability to create customized and beautifully designed itineraries is crucial. Together with the offer you create, **itinerary and its appearance can be the differentiator you need to win the deal**.

*"The payment link is sent to the client, and everything after happens automatically. All the sensitive data are not shared with us, they stay on the client, or card payment processor side."*

*Matej Knific, Managing Partner @ Luxury Slovenia*

Matěj on the other hand sees the **payment link** as his favorite feature. He says that many would see this as a basic feature, but from his standpoint, **the crucial thing is that from the minute the client confirms the offer, everything happens automatically**. Once the payment goes through, the status is automatically updated on the reservation inside Lemax. It saves them a big amount of time, they don't need to check manually several times a day which payments have been processed and which were not. This directly impacts their cash flow, efficiency and they are making fewer mistakes allowing them to focus on answering new inquiries by decreasing the amount of manual administration.

## IMPACT

Luxury Slovenia as a company has always taken pride in using cutting edge technology in their business. Due to their career background, Matěj and Matěj understood pretty early how technology and digitalization can help to scale their business. After using Lemax software for almost two years now, we've asked them what are the main benefits and business impacts they see.

The **business overview** is a big benefit and of great value to them. At any given point they can look into the sales and operations pipeline and see the status of their inquiries, reservations, and bookings. They have a **clear understanding** of what is selling well, and what is not.

*"For us it's very important that we have the entire business overview on one place - sales, operations, finance and controlling."*

*Matej Knific, Managing Partner @ Luxury Slovenia*

Besides the clear overview of their entire business, they see great value in having a **centralized product database**. Lemax makes it possible for them to enter each service or product only once in the system, says Matěj. This can later be used across the whole software - in itineraries, in offers or any other stage of the operations.

By doing business through the centralized database, Luxury Slovenia **significantly reduced human mistakes** derived from previous needs to keep multiple records, as well as to retype or rewrite content and prices. It impacts not only the revenue but also the profitability of each sold product.

Another benefit that they see, amidst the current global situation caused by the pandemic, is having their **business stored in the cloud**, accessible via web browser anywhere in the world. With this, they were easy to transfer their everyday business to the home office environment without any difficulties.

*"Lemax software allows us to be time-wise more efficient, we do less mistakes and we can focus more on the content and connections to our advisers and spend less time on doing administration."*

*Matěj Valencic, Managing Partner @ Luxury Slovenia*

Lemax enables **data-driven decision making** that enhances Luxury Slovenia's processes and contributes to **the expansion of their business**.

From the early days of the partnership, Lemax has been **impacting** Luxury Slovenia's business **by automation of their processes**. By automating their core operations, Lemax reduces the time spent on administration and manual work. This allows space for creative ideas that give extra value to their Customers and Partners, and more focus on the long-term future of their company and its growth.

## ABOUT LEMAX

Lemax is a web based travel software for Tour Operators and Destination Management Companies (DMCs).

We help travel companies achieve the essence of their existence - providing unforgettable experiences to their Clients and excellent service to their Partners.

Our mission is to transform the travel industry from its foundations by digitalizing the business and automating manual processes covering the entire customer journey.

With more than 120 customers globally, we are leading the innovation and changing the way travel companies do their business by enabling them to focus more on their Clients and Partners, and less on administrative work that comes from serving them.

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