

# NO.8 TOURS

<https://no8tours.co.nz/>

## LOCATION

New Zealand

## GO LIVE DATE

September 2018

## COMPANY TYPE

Domestic Tour Operator

**NO.8 TOURS** New Zealand's  
Senior Travel Club

## NO.8 TOURS GREW THE NUMBER OF SOLD TOURS BY 43% SINCE USING LEMAX

Andy and Sarah Somerville established No.8 Tours in 2008. They began by providing tours for the cruise ship industry and quickly diversified to specialize in day and multiday excursions for the senior community throughout New Zealand.

With hard work and a successful formula, they've grown to be one of New Zealand's largest travel clubs for seniors with the goal of providing regular, high-quality excursions that are social and interesting. An unrivaled tour experience, in their own words.

For this case study, we talked to [Andy Somerville, CEO](#) of No.8 Tours. Since the founding of the company, Andy has been leading it with great focus on the future. That allowed No.8 to pivot fast when new market opportunities have arisen and stay way ahead of their competition.

Forward-thinking as he is, Andy soon realized they needed help from software to enable scaling of the business and increase the quality of the service provided to their travelers. As Andy says: "It seems silly that software can allow you to achieve that, but it has. It allowed us to focus on the customer and not the spreadsheets."

## CHALLENGE

It was Andy's second attempt to find a solution that would help No.8 grow. They were looking for a solution that can [support a large number of unique tours](#) that they were doing manually in giant spreadsheets that covered both itineraries and their costing models.

*"We knew we needed something, some kind of technology that we can bring in to keep our team small as long as possible", says Andy. As the company grew, they saw that the quality of delivered service and their products would encounter some challenges. This caused stress to No.8 employees, and that unavoidably causes stress eventually also to the travelers.*

This is definitely something they wanted to avoid, and Andy was sure at that time that there's something out there that can replace the spreadsheet. One of the obstacles Andy faced was how to ask the right questions? What to ask Google to find, and how to be sure you've got the right solution in front of you?

At one point, he considered going into the ["build on my own"](#) route, but after few iterations with a development company, he soon realized that building your own solution is not only [costly](#), but very [time consuming](#), so he gave the search another try and then found Lemax.

*"By using technology we could put ourselves ahead of the competition that wasn't in the market then, but I knew they were coming"*

**"Our profit has grown 20% year over year, and that's the direct impact Lemax had on our business" - Andy Somerville, CEO**

## SOLUTION

Andy **shortlisted three different vendors** to have a deep dive with, one of them being a New Zealand company. *"The local company, although we thought it was a perfect match by being just down the road in NZ, gave us little confidence in what they were selling"* says Andy.

They quickly gravitated to Lemax which he says was at their level. Despite the time difference, the communication was efficient, No.8 got all the answers on time and felt that **Lemax addressed all their needs**. They saw Lemax as a solution that solved their current problems, and as a solution that has huge potential in future development.

Their goal was to cover their main processes - product development, sales, accounting, administration and marketing. Early in the implementation, they saw that they had found a solution that would automate and streamline the processes making No.8 employees' job easier, faster and at the end, more efficient and profitable. During the implementation, Lemax gave No.8 "homework", as Andy calls it. It's important to stress out the importance of both side commitment to trainings - by being diligent, they were able to put everything in place before their upcoming season.

*Lemax was an integral part of our business when COVID-19 pandemic started. Had we not had Lemax, trying to keep a handle on what someone paid, who's transferring their booking on a later date and who's claiming insurance would be impossible. Lemax helped us do that seamlessly.*

*Lemax allowed us to design and sell more tours, which directly impacted our business by ensuring new, additional revenue. Because of Lemax we were safe to invest in increasing not only the total number, but also the quality of our tours.*

## IMPACT

No.8 has benefited widely since using Lemax. They've experienced 43% growth in the number of sold tours, which directly impacted the 20% growth of the company profit.

That said, post COVID world in New Zealand put the competition on No.8's tail sooner than they expected. But, they were prepared. In the last two years of using Lemax, **they managed to grow their business** to the point where they can take time and resources to invest in other areas, to increase the standard of their tours, accommodation, transport and guides. By doing that, it allowed them to get ahead of the competition.

Additionally, something they did not expect (*besides the pandemic itself; authors comment*) is that Lemax would be such an integral part of their business once pandemic started. We enabled them to implement insurance as an added value to their tours, seamlessly. When the lockdown occurred, they were facing large number of cancellations.

They gave their customers the option to postpone the tour, or to claim on their insurance. By managing all that through Lemax, they were able to keep track on what's booked, paid, rescheduling of the tour or claiming the insurance. This overview and seamless process vastly **minimized the negative effect that the lockdown had on their business**.

**"Lemax allowed us to be creative, and put more products out there. Our calendar is now full and we don't have any room for new tours." - Andy Somerville, CEO**

## 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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