

ALBATROSS TOURS

<https://www.albatrosstours.com.au/>

LOCATION

Australia, New Zealand

COMPANY TYPE

Tour Operator

GO LIVE DATE

February 2020



ALBATROSS TOURS GOT A RELIABLE RESERVATION SYSTEM THEY CAN TRUST AND THAT HELPS THEM IMPROVE BUSINESS PROCESSES TO HANDLE COVID-19 RELATED SITUATIONS

Albatross Tours has been creating remarkable memories for Australian and New Zealand travelers for 25 years. They offer a unique and innovative range of escorting touring holidays designed especially for people who want to see more and genuinely enjoy their European holiday. They are based in Brisbane, Australia and are a division of the award-winning global travel company – The Albatross Group. As a global company, they operate 6,000+ tour groups every year from and to the UK, Australia, Europe, and North America.

Albatross Tours Australia is the first Albatross brand to implement Lemax. We talked with [Hannah-Jane Ellery, Group Project Manager](#), who has been with the group for almost ten years now, moved through various roles, and her primary responsibility now is to help the Albatross Group work more effectively as a whole than it does as the sum of its individual parts. The keywords that underpin her roles are simplification and collaboration, joining the dots between business needs, systems and processes.

With her strong expertise in the tourism industry, she explained to us how important it was to [simplify and improve the collaboration between their teams and have a reliable system supporting their entire travel business to deliver better experience to their clients and partners.](#)

As Hannah-Jane told us, their company culture focuses on using their experience, expertise, passion and energy to build good partnerships and deliver exceptional experiences. This is why it was also important for them to build a strong relationship full of trust with the software solution provider, who will support their business processes and help them achieve desired results.

CHALLENGE

What was the ultimate goal? Have a reliable solution that will help them do the [job more efficiently, be faster, avoid manual work and mistakes, connect teams and partners, have professional documentation, and in the end – deliver a much better customer experience!](#)

When they decided to start searching for a complete software solution, part of their business was using multiple systems (booking and customer-facing ones), and part of their business tried to build their own solution. They needed an [error-free and stable solution to connect all aspects of their travel business to improve their processes.](#)

They wanted to easily manage their inventory and [have a clear overview of the stock](#) they had to make sure that there were over-selling risks.

“We have a reservation system that we can trust again!”

Hannah-Jane Ellery, Group Project Manager

There was a significant amount of time spent on [combining data from multiple spreadsheets](#). Preparing invoices took a lot of their time and effort, it couldn't be done automatically, so they needed a better approach for [generating documentation](#).

On the operations side, [working on rooming lists was also time-consuming](#). They were prepared and updated manually.

"Simple things like creating an invoice or a rooming list were not automated. For bigger tours, we could spend up to half an hour just to prepare one rooming list."

They wanted to improve their customer journey and increase direct sales. They needed to sound professional and reliable when someone calls them, that their representatives can easily get a clear overview of all available information and that a client can easily make a booking.

SOLUTION and IMPACT

When they started searching for a partner in the travel technology area, they had a criteria list to focus on important things. In this process, Lemax was shortlisted in the final round with one other vendor.

They had demo presentations and discussions with Sales and what amazed them was [the responsiveness and relationship-building approach](#) they experienced with Lemax. This gave them the confidence to move on with Lemax software.

She said that sales did a proper handover to implementation so they could effortlessly move on to business analysis and training. They did a massive migration in the short term and started onboarding their internal teams to use the software.

"From the start we were working together as partners with the same goal. We were open and honest so much so that it often felt as if we were working for the same company. This partnership enabled us to go live with Lemax within 6 months."

They implemented Lemax in Australia in February 2020, and a lot has changed in the world since then, so as she said, unfortunately, they couldn't focus on using its full potential at the moment. But what was emphasized is that now they [have a reservation system they can trust again](#).

Hannah-Jane also added that you can find many nice functionalities that maybe weren't seen right away like [copying the whole tour for the next year with a click of a button](#) including all the information you put inside.

What helped them a lot is the [flexibility of the software](#) and the fact that they can add their own product types and custom fields without asking the product team to do it. This was especially useful during the Covid-19 pandemic situation, as they could better monitor the refunds process.

They are excited to start using Lemax fully to operate tours moving forward!

"I am so relieved to have been managing the COVID-19 crisis using Lemax. The ability for us to customize areas of the system ourselves allowed us to adapt as things changed and to manage the process fully in the system on both sides of the world removing the need for countless spreadsheets and emails bouncing back and forth."

"We are excited to start using Lemax fully to operate tours moving forward!"

Hannah-Jane Ellery, Group Project Manager

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.

Lemax Ltd.

Remetinečka cesta 139
10000 Zagreb, Croatia
EU

Tel: +385 1 631 42 21
sales@lemax.net



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