

# CLASSIC GOLF

<http://www.classicgolf.dk/>

## LOCATION

Denmark

## COMPANY TYPE

Tour Operator

## GO LIVE DATE

January 2019



## ERROR ELIMINATION FROM DAILY BUSSINESS USING LEMAX DIRECTLY IMPACTED CLASSIC GOLF REVENUE

ClassicGolf was established in 2009 and they focus on the high end golf travel market. They are an industry leader in bespoke golf vacations to most parts of the world serving both individual clients as well as groups.

For this Case Study, we talked to [Marc Limschou](#), the Managing Director of ClassicGolf. Marc has been the managing director since 2014. He has expanded the company in several ways, adding new golf destinations across the world to the turnover of the company. Marc joined ClassicGolf with a background from the international pharmaceutical business. This international business experience and high quality standards brought new perspective to ClassicGolf. Through this Case Study, Marc explains why they started looking for a solution Lemax and what benefits the solution brought them.

### CHALLENGE

The search for core software started more than five years ago. The company was growing at 20% year over year, and they were aware they needed a system to support the growth. Their current system could not support their processes, and that started to strain their employees significantly.

*"One of the most important things is, I have a very good feeling about data and its consistency which makes me sleep well at night."*

They needed to know all the contracts, track payments and invoice manually, build the outgoing documents manually without standardization and visual identity, etc., which lead to making mistakes that were, in the end, costly for ClassicGolf.

As Marc puts it, they needed to have the [data at their fingertips to support the business's scaling](#). They searched for a provider and started their implementation with a different vendor, but six months in, they've canceled the contract and returned to the search.

They then followed a similar process we described in our [eBook – How to buy software for your travel business](#). They've shortlisted two additional vendors that they did a thorough check with. In the second try, they've had many questions, and they took advantage of the demo sessions to make sure the vendor they select covers their business processes.



## SOLUTION & IMPACT

When selecting their software provider in the second round, they needed to be convinced that the software provider would grow as their company grows and that the product is flexible enough to support their niche – golf vacations.

When it comes to a decision, the Lemax sales approach and knowledge of the industry, and the possibilities our software offers were the key factors that made ClassicGolf swing our way.

Being a part of a niche, they worked on finding the best solution to cover specifics in their process, which was eventually done to satisfy both parties and they went live on January 2019.

When discussing the benefits and business impact, Lemax has had on ClassicGolf; we agreed that this year was not an easy year for the travel sector, making it hard to spread out representative numbers that would be expected if the pandemic hasn't happened.

Still, Marc pointed out several significant values he sees since using Lemax.

They finally have standardized documents in line with their brand, without taking a long time to produce them – it happens with a click of a button.

Additionally, Marc pointed out how he can sleep at night now that he's confident about the data he gets from Lemax. It allows them to be consistent and to streamline the internal processes more efficiently.

With the old way of work, they made all the **offers, invoicing, and payments manually**. That meant that they were making errors when calculating prices, or they've paid certain suppliers more than once. **By error elimination, they stopped losing money on such mistakes, directly impacting their revenue and cash flow.**

*"One of the most important things is, we now have a system that I am sure that will be able to develop along the way as we develop as a company, product-wise. I have a good feeling that there won't be a limit where we can take our company with Lemax."*

## 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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