

INDIBLEU

<https://www.indibleu.com/>



LOCATION

Mauritius

COMPANY TYPE

Domestic Tour Operator

GO LIVE DATE

March 2016



INDIBLEU GOT EFFICIENCY, AUTOMATION, FLEXIBILITY, AND RESPONSIVENESS - DOUBLED THE VOLUME OF MANAGED BOOKINGS WITH LESS MANPOWER

INDIBLEU'S SUCCESS AFTER IMPLEMENTING LEMAX:

- Indibleu gained the speed and efficiency - instead of three people, one person could handle the number of bookings they had when they kick-started in 2016. The reservation process is fully automated, avoiding duplicated tasks. They added only 50% of one additional person's time when they doubled the number of bookings in the following year.
- All the offers, contracts, and prices are in one place, updated and centralized - quick quote creation, more volume, more revenue.
- They got precision and speed for finances - instead of days, they spent max three hours per month to work on invoices at the end of the month.
- There is no mistakes with bookings towards hotels. This is extraordinary and amazing for both their Partners (2 of which are quoted on the NASDAQ) and Accommodation Providers.
- Flexibility - equally efficient anywhere - clients don't wait for replies; team can work from home.
- Supporting sustainability - reducing paper consumption as everything is in the cloud.



ABOUT INDIBLEU

Indibleu is a Destination Management Company from Mauritius, established in 2016. Owned and captained by [Robert Ambroise](#), who has more than 28 years of senior management experience with leading DMCs in Mauritius, Seychelles, Comoros, Tanzania, Zambia, and Zimbabwe. His team is committed to showing guests the real and authentic side of Mauritius by meeting the people and exploring the parts that visitors often miss.

Their aim is that guests will return home with a better understanding of the island, the people, and with memories to last a lifetime.

We talked to Robert to see how implementing the core software solution from Lemax helped them automate their operations, be flexible, be available anytime anywhere, boost their revenue and even support their mission to acquire more and better sustainability in their business processes.

CHALLENGE

When Robert decided to establish a company, he knew that he wanted the **best technology to support business operations and deliver his clients the best experience.**

Indibleu is **collaborating with numerous tour operators and hotels worldwide** (such as UK, Germany, China, US, etc.). Their forward-thinking team believes in the impact of new digital technologies and how much it can improve their collaboration efficiency. They needed few things for this purpose:

- to be able to unify in one central place all rates, contracts, and special offers to create quotes easily,
- use automation and triggers - when they make a booking, their partners should instantly get notified with all details.

One of their core values is believing in their people, and they cherish the practical truth that "People who feel good about themselves, produce outstanding results". This is why they wanted also to **use technology to help them do the operational tasks quickly and efficiently.** Considering that they started with only 5 people, it was essential to make it fast and simple for them, but also provide the flexibility to do the job where and when needed and make sure they will have enough of their personal time.

This flexibility and having the data and documents in one platform would also allow them to **become more responsive to clients in other time zones;** when they send an inquiry, they don't need to wait for a person to come back to their office the next day.



SOLUTION and IMPACT

Robert started searching for a solution and had a short period of time to implement it as he wanted to have it in place in parallel with starting the company. He gathered five vendors on his list to talk to, but what he liked about Lemax from their first talk is that they were the only ones who truly understood his business and his specific needs. The process was very smooth and quick, and the implementation team was very collaborative, helping them use the product in the best way possible to become efficient quickly.

"There is plenty of software suppliers out there. You know, when you talk to someone, it's very easy to know if they understand our business. Other vendors to whom I talked to, put all the DMCs in the same box, like one-size-fits-all from the product perspective, while Lemax understood how different we were and therefore could find the right approach to the solution for us."

With the volume of work and reservations they had to manage in their first year, **they would need at least three people to do it, but with Lemax, they managed to do it with only one person. With all rates, contracts, and special offers in one place, they can easily create quotes, be responsive and quick.**

The quality and reliability of the system are crucial. Robert said that mistakes often happen in this business, as in any other, but in the 4 years of using Lemax for booking, he doesn't remember any issues with bookings! **So, they were mistake-free, bringing great experience and collaboration to their partners.**

Automation and triggers help them be much more efficient while collaborating with hotels and other partners; as the booking is made, they automatically get all the data from Indibleu.

"If we were to handle the number of bookings we had when we started without the software, we would have minimum three people. At that time, we had one person managing that with software. We almost doubled the volume of the business in the following year and we only needed to add 50% time of one extra person."

Robert Ambroise, Managing Director, Indibleu



"We are considered a small company with 8 employees, and when people look at the volume of work we do, they are amazed. Quality and reliability is very important. In the 4 years of using Lemax for bookings, I don't remember of any instance where there has been an issue with bookings! This is extraordinary and amazing for both our Partners (2 of which are quoted on the NASDAQ) and Accommodation Providers."

Even **for accounting, they got precision and speed!** At the end of the month, the person in charge, with a push of a button, extracts all invoices easily. He spends a few hours instead of days on these tasks!

With Lemax in place, their employees got their work-life balance, being much more flexible and able to do the work when they can, wherever they are from their laptops. As the Covid-19 pandemic started, they could continue their work from home. **Operations were getting regular automatic updates; invoices were available; quotes could be done easily, so none of the processes suffered. This was also beneficial for their partners all over the world, who got fast responses anytime.** Implementing an online B2B portal was super beneficial for them also to improve collaboration with their partners, and they used the Covid-19 situation to improve these processes also.

There are 8 employees at the moment, and they are very serious about their CO2 footprint, **trying to be paperless in their business** and use recycled materials. By using a web-based cloud solution, everything is available online!

As Robert stated, they have been using Lemax at 80% of its capacity. They have not yet implemented all the available features in Lemax, only because they have never had time. The COVID era gives them the time to implement these and improve processes with their partners who use online B2B portal. When traveling resumes, they will have implemented the remaining features, and the system will be fully optimized.

Getting Lemax was crucial to save resources, optimize processes, boost revenue and increase market share!



"It was a key decision to have Lemax. It has been a key driver for us to improve our results and increase market share. To me, as the owner of the company, having Lemax in place was crucial for success! It gives me the confidence that everything goes smoothly, I have the operations backup, so I can focus on other business initiatives, as well as have more time for myself, as well as my employees."
Robert Ambrose, Managing Director, Indibleu

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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