

ASIAN TRAILS

<https://www.asiantrails.travel/>



LOCATION

Bangkok

GO LIVE DATE

2019

COMPANY TYPE

DMC



HIGHLY AUTOMATED PROCESS, FULLY LOADED PRODUCT DATABASE, FUNCTIONAL OPERATIONS AND QUOTING - ALL-IN-ONE SOLUTION FOR ASIAN TRAILS

Founded in 1999, Asian Trails prides itself on its extensive specialized knowledge, expertise, and integrity that has been the cornerstone of a “yes, we can” attitude.

Their services range from tailor-made and wholesale leisure programs, MICE and corporate travel planning, and an extensive variety of theme-based programs – ranging from art, history, or adventure – throughout Asia.

Headquartered in Bangkok, the group continues to provide client-focused destination management services in all of its own-operated destinations; Cambodia, China, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, and Vietnam.

CHALLENGE

We talked to Marcel Grifoll, Group CFO at Asian Trails, who shared their journey to finding the best solution for their needs.

Asian Trails had an internally developed integrated system - not only for reservations but also for accounting. The main problem was that the system didn't address functionally what they needed. It concerned them in terms of stability, and they couldn't leverage it the way they wanted in terms of going online, connectivity, etc. Things were not moving fast enough, so they started a search for a 3rd party system.

As Marcel stated, before Lemax, they were quoting 90% of FIT tours in Excel - out of the system.

“I've seen very few tour operators or DMCs that have come up with their own internal system, it is difficult to do that in-house. Get it outside, implement it rather than re-invent the wheel, stick to your core business which is travel.”

- Marcel Grifoll, Group CFO

SOLUTION

Marcel led a team that evaluated systems; they came across Lemax through an internet search of DMC operating systems, then contacted Lemax and started discussions in 2017 and onboarded in 2018/2019.

Speaking of the significant benefits and solutions that Lemax brought, we should name a few of them. For now, most of these relate to FIT, as Groups are yet to come.

One thing is that they had automated things from their old back-end system - **supplier data, customer data, bookings, etc.** - coming from two different systems into Lemax. That was a huge effort, migration was a huge challenge, and they did it with the implementation team's help.

They were able to create a **fully loaded database in the system, to have all of their products in Lemax (hotels, transfers, excursions, packages)**. Lemax has been able to support the creation of these products. They didn't have to create hotel products; they were migrated, which was a significant advantage. With all the products inside and content as well, they got the ability to **build itineraries for FIT tours quickly!**

Now they have functional operations that address their needs - transfers, excursions, private services, and coaches.

IMPACT

As Marcel stated, in their old system they were quoting in Excel 90%! Now they have more than half of FIT bookings made and moved to Lemax, **the process is straightforward, everything is harmonized - creating a booking and quote is the same process, once they create a quote and want to confirm it, with one click they can change the status.** Marcel emphasized that once you have the database with all products there, you can leverage it in the booking process, you can easily search the products, find them, book, and materialize the booking.

"We chose Lemax, as one of the reasons, for a high level of automation! You have a lot of automatic actions you trigger - auto-confirmations to suppliers, auto-invoices, auto-itineraries, you name it! There is a wide range of automatic actions in your systems."
Marcel Grifoll, Group CFO

Marcel also stated: "What has really been a game-changer for Asian Trails since day one is the ability to have a competent counterpart who understands our requirements, has an efficient functional system, is constantly keen to improve it, and also working with us to meet our needs."

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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