

# MY COSTA RICA

<https://costarica.org/>

## LOCATION

Costa Rica

## GO LIVE DATE

June 2017

## COMPANY TYPE

Travel Agency



## 35% REVENUE GROWTH AND 3X FASTER CREATING ITINERARIES WITH LEMAX

CostaRica.Org & My Costa Rica is an international team of travel professionals located in the USA and Costa Rica. The My Costa Rica Team is proud to have been in operation since 2004 planning custom vacations to Costa Rica. Since they began operations in 2004, they have helped thousands of people plan their vacations to a tropical paradise. My Costa Rica is one of the few travel agencies licensed by the Costa Rican Chamber of Tourism (CANATUR).

At My Costa Rica, they give top priority to Sustainable Tourism. They give back to Costa Rica and support a number of local charities to protect this beautiful country they call home so that future generations may enjoy all that this country has to offer.

We talked to **Jason Bateman** - General Manager, and **Lorena Guillén** - Operations and Product Manager, who explained to us how important for them it was to have a unified platform to manage products, build nicely designed itineraries and improve their efficiency in order to win against competitors and to create a better customer experience both for partners and travelers.

## CHALLENGE

This is their 17th year that they are operating, they began using travel software four years ago, meaning that for **thirteen years they were making itineraries by hand using Word, endless copy-pasting. They had a server with hundreds of contracts! The team had to use a calculator all day long, and unfortunately, there were a lot of mistakes.**

Those mistakes had an impact on their revenue; they used wrong currencies, forgot to charge special dinners, transfers, etc. But not only they were charging too little, sometimes they charged too much in their offers, so no bookings happened as they were not competitive. Prices needed to be exact and managed much better.

Jason stated that he as a salesperson ended up **having several assistants and tried teaching them how to manually create itineraries, how to do quotes, how to add taxes, how to add passengers, which was very complex;** and finding staff was very hard.

For example, to quote a whole family week for 4 different families manually, would take almost a whole day.

They wanted to be **faster, efficient, accurate.** As both said, they wanted to also have a quality of personal life, without needing to work seventeen hours per day, but they still wanted to manage all the working sitting on their desks.

“I think of Lemax as another member of our team that can actually do more than five people would do.” - Jason Bateman, General Manager

## SOLUTION

They wanted to find an affordable solution to solve their challenges. They had a demo with 5 different vendors for travel business software and decided to go with Lemax. As they were using MAC computers, some solutions weren't compatible, and they **didn't want to install anything, but use a cloud-based solution**. They said they were talking and collaborating with so many friendly people in Lemax who helped them set up everything and create nice documents for their clients.

As Lorena said, Products are a great part of the platform, you can **easily see and manage tours, hotels, packages, everything is connected with prices and now the system does the calculations**.

They **love itineraries builder, documents now look professional and pretty**, they invested a lot of time to design them, creating images and descriptions, building templates.

*"I want to emphasize how professional the documents look now! We spend a lot of time on adding pictures, descriptions, special services that say Happy Bday or Happy Anniversary. We worked a lot on customizing our documents with your team, it looks really PRO. Half of our competition doesn't have documents that look as professional as ours."*

Everyone is using the platform; **from sales, operations, product, accounting**, even social media, and editors work on images and descriptions. For people who are not trained to use it, they give access only to create itineraries, but not manage the data. They have hundreds of hotels, thousands of tours, etc. Jason said that he used to have a file cabinet behind the desk before, printed all contracts, and did calculations manually, sent reservations via fax, so he is now happy to be using Lemax.

## IMPACT

My Costa Rica can now produce itineraries 3x faster and they had an increase in revenue of 35% since they started using Lemax!

Their speed is **at least twice as fast, even three times as fast, they can send 25 very complicated itineraries every day**. They use already established templates in the system, by using those it is possible to send a quote with 50 services in 20 minutes.

Commissions on the packages went up. Not in 2020 because of the Covid-19, but years before were the most profitable ever. Lemax helped them with monitoring and reporting which provider is selling the most, number of reservations, etc.

They **saw much better sales results since started using Lemax, they had an increase of around 35% in revenue!**

*"It's a great comprehensive platform that allows you to do all different things, not just itineraries, managing products and partners, analyzing revenue, but much more. It can take time to fully implement, we all want something right away, but learning new software takes time. Putting in products takes time, but it's worth it in the long run!"*

As Jason and Lorena stated, they are actually grateful for this year, they had to learn **how to automatize their process with fewer people**. The new normal will be investing in good software and re-thinking the way you work. Once you do it, save all the data inside, then the software does it all for you!

**"Lemax revolutionizes your process of sending quotes and reservations from one simple tool made by a company you can trust."**  
- Jason Bateman, General 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.

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