

# SNÆLAND TRAVEL

<https://www.snaeland.is/>



## LOCATION

Iceland

## GO LIVE DATE

Nov 2018

## COMPANY TYPE

Tour Operator



## HIGH LEVEL OF SERVICE, LESS PEOPLE. CONSISTENCY, UNIFIED PRODUCT DATABASE, GROUPS AND CALCULATIONS

### ABOUT

Snæland Travel has over 70 years of local expertise and know-how in Iceland. Their aim is always to send their guests home telling stories of how Iceland was the experience of a lifetime, a true fairy tale. From that vision, they strive to create as inspiring, creative, and magical programs as Iceland itself.

At Snæland Travel one of their greatest resources is their employees who know Iceland like the back of their hands. They also speak numerous languages to be able to serve their customers in the best possible way. They have their very own fleet of coaches and Super Jeeps, ready at any time to serve their customers.

### CHALLENGE

We talked to Kristjan Gunnarsson, CTO & Business Development, who explained their challenges and what they wanted to achieve by implementing Lemax.

Going back to their initial business analysis, done in collaboration with Lemax, there are few main challenges that they were facing:

- unsynchronized communication,
- assigning tasks between staff members,
- disconnection to the financial part,
- a lot of copy-pasting and re-entering data in different systems that were not connected.

"All of the updates and improvement that we have seen in last year showed how Lemax is listening and tackling the challenges we had."

Kristjan Gunnarsson, CTO & Business Development

What they were doing before was having hundreds of documents with pricelists from all kinds of suppliers, which they look up whenever they were making an offer. That costs a lot of extra work, copy-pasting, etc. They wanted to avoid doing things differently depending on how each employee works and bring consistency to their processes! The dream was having a single ID that would go from when the request came in until you got the supplier's bills.

## SOLUTION

Kristjan told us how they had few vendors in the process, saw the demo, discussed with other Icelandic tour operators, and got a recommendation for Lemax, which supported their decision-making towards Lemax.

Regarding processes and tasks where he sees Lemax as a big step forward, few things were pointed out. [Handling groups and calculations](#), then auto-generating documents previously done in Word and Excel missing consistency, and having the structured database matching what they get from suppliers to comply with contracts.

Kristjan emphasized that they have something like 200+ accommodation options in the system. [Being able to handle that and pull it into the system takes time, but he said it's worth it!](#)

With improvements in the product published during the last year, he saw many benefits with new options like copying from other groups when making calculations and saving multiple contracts per supplier.

We wanted to know if he thinks that staying on the processes they were doing before could have impacted their leader position in Iceland. Kristjan stated that it would probably cost more people in the organization. [With Lemax, they could do the same amount of work, but with less staff.](#) It also helped them when Corona started impacting tourism; they [maintained the same level of service, even with fewer people.](#)

"Lemax is fantastic in handling packages that are sold to FIT customers. All of the updates and improvements that we saw last year on group calculations are very promising for the future; it showed how Lemax is listening and tackling the challenges we had."

Kristjan Gunnarsson, CTO & Business Development

## 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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