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ALBATROSS TOURS

CASE STUDY | ALBATROSS TOURS | TOUR OPERATOR

Location:

Australia, New Zealand

Go live date:

2020

Company type:

Tour Operator



Albatross Tours got a reliable reservation system they can trust, which helps them improve their business processes when handling all the covid-19 related situations.

Albatross Tours has been creating remarkable memories for Australian and New Zealand travelers for 25 years. They offer a unique and innovative range of escorted tour holidays designed especially for people who want to see more and genuinely enjoy their European holiday. Based in Brisbane, Australia, they are a division of the award-winning global travel company – The Albatross Group. As a global company, they operate 6,000+ tour groups every year from and to the UK, Australia, Europe, and North America.

Albatross Tours Australia is the first Albatross brand to have implemented Lemax.

INTRO DUCTI ON



We talked with Hannah-Jane Ellery, Group Project Manager, who has been with the Group for almost ten years. Her primary responsibility now is to help the Albatross Group work more efficiently. The keywords that underpin her role are simplification, collaboration, and connecting business needs, systems, and processes.

With her strong expertise in the tourism industry, she explained how important it was to simplify and improve the collaboration between their teams and have a reliable system supporting their entire travel business to deliver a better experience to their clients and partners.

According to Hannah-Jane, their company culture focuses on using their experience, expertise, passion, and energy to build good partnerships and deliver exceptional experiences. This is why it was also crucial for them to build a strong relationship based on trust with the software solution provider and find someone who would support their business processes and help them achieve desired results.



CHALLENGE

What was the ultimate goal?

To have a reliable solution that will help them do the job more efficiently, be faster, avoid manual work and mistakes, connect teams and partners, have professional documentation, and in the end, deliver a much better customer experience!

When they decided to start looking for a complete software solution, one part of their business was using multiple systems (booking and customer-facing ones), while the other part was trying to build their own solution. They needed an error-free and stable solution to connect all aspects of their travel business to improve their processes.

They wanted to manage their inventory easily and have a clear overview of the stock. They had to make sure that there were no risks of over-selling.



We have a reservation system that we can trust again!

— Hannah-Jane Ellery, Group Project Manager

There was a significant amount of time spent combining data from multiple spreadsheets. Preparing invoices took a lot of their time and effort, it couldn't be done automatically, so they needed a better approach for generating documentation.

On the operations side, working on rooming lists was also very time-consuming. They were prepared and updated manually.



Simple things like creating an invoice or a rooming list were not automated. For bigger tours, we could spend up to half an hour just to prepare one rooming list.

—Hannah-Jane Ellery, Group Project Manager

They wanted to improve their customer journey and increase direct sales. They needed to sound professional and reliable when someone called them, their representatives had to have a clear overview of all the available information, and their clients had to be able to make bookings easily.



SOLUTION



When they started looking for a partner in the travel technology area, they established a criteria list that focused on the essential things they were seeking. Lemax was shortlisted in the final round with one other vendor in this process.

They had demo presentations and discussions with Sales and what amazed them was the responsiveness and relationship-building approach. This gave them the confidence to move on with Lemax software.

Hannah-Jane said that sales did a proper handover to implementation to effortlessly move on to business analysis and training. They did a massive migration in the short term and started onboarding Albatross Tours' teams to use the software.



From the start, we were working together as partners with the same goal. We were open and honest, so it often felt as if we were working for the same company. This partnership enabled us to go live with Lemax within six months.

— Hannah-Jane Ellery, Group Project Manager

IMPACT

They implemented Lemax in Australia in February 2020, and a lot has changed in the world since then. Due to that, they couldn't focus on using the software's full potential at that very moment. But what was emphasized is that they finally have a reservation system they can trust again.

Hannah-Jane also added that you could find many nice functionalities that maybe weren't evident right away, like copying the whole tour for the next year with one click of a button, including all the information you put inside.

What helped them a lot was the flexibility of the software and the fact that they could add their own product types and custom fields without asking the product team to do it. This proved especially useful during the Covid-19 pandemic, as they could better monitor the refund process.

They are excited to start using Lemax fully to operate tours moving forward!



I am so relieved to have been managing the Covid-19 crisis using Lemax. The ability to customize areas of the system ourselves allowed us to adapt as things changed and to manage the process entirely in the system on both sides of the world, removing the need for countless spreadsheets and emails bouncing back and forth.

—Hannah-Jane Ellery, Group Project 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 - provide 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 partners globally, we are leading the innovation and changing how travel companies do their business by enabling them to focus more on their Clients and Partners and less on administrative work.

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