

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



INDIBLEU

CASE STUDY | INDIBLEU | DMC

Location:

Mauritius

Go live date:

2016

Company type:

DMC

INTRO DUCTI ON

Indibleu got efficiency and responsiveness - doubled the volume of managed bookings with less staffing

Indibleu is a Destination Management Company from Mauritius, established in 2016. It is 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 Mauritius's genuine and authentic side by meeting the people and exploring the parts tourists often miss.

Their aim is for guests to 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 be flexible, automate their operations, boost their revenue, and even support their mission to acquire more and better sustainability in their business processes.



CHALLENGE

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

Indibleu collaborates with numerous tour operators and hotels worldwide. Their forward-thinking team strongly believes in the impact of new digital technologies on improving collaboration efficiency. There are a few things they required for this purpose:

- Unification of all rates, contracts, and special offers in one central place to create quotes easily.
- Automation and triggers - when making a booking, their partners should instantly get notified with all the necessary 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." They wanted to implement technology to help them do operational tasks quickly and efficiently. Considering that they started with only five people, it was essential to make it fast and straightforward for them, provide the flexibility to do the job where and when needed, and ensure they have an excellent work-life balance.

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



SOLUTION



Robert started looking for a solution and had a short period of time to implement it as he wanted to have it in place once the company opened for business.

He had a list of five vendors, but what he liked about Lemax from the first meeting was that we were the only ones who truly understood his business and his company's 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 are plenty of software suppliers out there. When you talk to someone, it's very easy to know if they understand our business. Other vendors, I spoke 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.

— Robert Ambroise, Managing Director

IMPACT

With the volume of work and reservations they had to manage in their first year, they would need at least three people, 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 and 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 he doesn't remember any issues in the four years of using Lemax for bookings! So, they are 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 since, 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 need three people. At that time, we had one person managing all 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



We are considered a small company with eight employees, and when people look at the volume of our work, they are amazed. Quality and reliability are paramount. In the four years of using Lemax for bookings, I don't remember any instance of an issue with bookings! This is amazing for both our Partners (two of which are quoted on the NASDAQ) and Accommodation Providers.

— Robert Ambroise, Managing Partner

Even for accounting, they got precision and speed! At the end of the month, the person in charge extracts all invoices easily with a single button push. They now spend 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 hit, they could continue their work from home. Operations were updated regularly and automatically updates, invoices were available, and quotes could be done quickly - no processes suffered. This was also beneficial for their partners worldwide, who got fast responses anytime.

Implementing an online B2B portal was beneficial to improve collaboration with their partners, and they used the Covid-19 situation to enhance these processes.

There are eight employees at the moment, and they are very serious about their CO2 footprint, trying to be paperless in their business and use recycled materials. Using a web-based cloud solution allows them to be even more sustainable!

As Robert stated, they have been using Lemax at 80% of its capacity. They haven't implemented all the available features yet because they didn't have time. The COVID era gives them the time to implement these and improve processes with their partners who use the 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!

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It was a pivotal decision to have Lemax. It has been a key driver for improving our results and increasing market share. 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, and have more time for myself and my employees.

— Robert Ambrose, Managing Director

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.

Lemax Ltd.
Remetinečka cesta 139
10000 Zagreb, Croatia EU

Tel: +385 1 631 42 21
sales@lemax.net

