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MY COSTA RICA

CASE STUDY | MY COSTA RICA | TRAVEL AGENCY

Location:

Costa Rica

Go live date:

2017

Company type:

Travel Agency



35% revenue growth and
3x faster itinerary
creating with Lemax

CostaRica.Org & My Costa Rica is an international team of travel professionals located in the USA and Costa Rica. My Costa Rica Team is proud to have been planning custom vacations to Costa Rica since 2004.

Since their beginning, they've helped thousands of people plan their holidays in this tropical paradise. My Costa Rica is one of the few travel agencies licensed by the Costa Rican Chamber of Tourism (CANATUR).

INTRO DUCTI ON



At My Costa Rica, they give top priority to Sustainable Tourism. They give back to Costa Rica and support several 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 it was for them to have a unified platform to manage products, build nicely designed itineraries, and improve their efficiency to stay ahead of the competition and create a better customer experience for their partners and travelers.



CHALLENGE

My Costa Rica started using travel software only four years ago, meaning that for thirteen years, they created itineraries by hand using Word and endless copy-pasting. They had a server filled with hundreds of contracts! The team had to use a calculator all day long, and unfortunately, many mistakes were being made.

Those mistakes impacted their revenue; they used the wrong currencies, forgot to charge special dinners, and transfers. But not only were they 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 whom he tried to teach how to manually create itineraries, do quotes, add taxes, add passengers, all of which was very complex, and finding staff was very hard.

For example, it would take almost a whole day to quote a full week for four different families manually.

They wanted to be faster, more efficient, and more accurate. As both Lorena and Jason stated, they wanted to also establish a good work-life balance without needing to work seventeen hours per day to manage all the work sitting on their desks.



I think of Lemax as another member of our team that can do more work than five people could in the same amount of time.

— Jason Bateman, General Manager

SOLUTION



They had a demo with five different travel software vendors and decided to go with Lemax. Since 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 say they collaborated with so many friendly people in Lemax who helped them set up everything and create nice documents for their clients.

Lorena highlights Products as a great part of the platform. It allows you to view and manage tours, hotels, packages, everything is connected with prices, and now the system does all the calculations.

They also love the itinerary builder! They invested a lot of time designing itineraries, creating images and descriptions, and building templates. Now all the documents look professional and beautiful.

Everyone uses the platform, from sales, operations, product, accounting to social media and editors who work on images and descriptions.

People who are not trained to use Lemax get access only to create itineraries but not manage the data.

They have hundreds of hotels and thousands of tours. Jason said that he used to have a file cabinet behind the desk with all of the contracts printed, did calculations manually, and sent reservations via fax, so he is now happy to be using Lemax.



I want to emphasize how professional the documents look now! We spent a lot of time adding pictures, descriptions, and special services that say Happy Birthday or Happy Anniversary. We worked a lot on customizing our documents with your team, and they now look professional. Half of our competition doesn't have documents that look as professional as ours.

— Lorena Guillén, Operations and Product Manager

IMPACT

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

They are even three times as fast and can send 25 very complicated itineraries every day. Using already created templates from Lemax, they can send a quote with 50 services included in just 20 minutes.

Commissions on the packages went up. Not in 2020 because of the pandemic, but they were the most profitable years before. Lemax helped them monitor and report which provider sells the most, the number of reservations made, and similar.

They saw much better sales results since they started using Lemax - they had around a 35% increase in revenue!



It's a great comprehensive platform that allows you to do all different things, not just itineraries. You can manage products and partners, analyze revenue, and much much more. It can take time to fully implement, 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 automate their processes with fewer people. Once you do it, save all the data inside, then the software does it all for you! The new normal will be investing in good software and re-thinking how a travel company works.

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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