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NO8 TOURS New Zealand's
Senior Travel Club

NO.8 TOURS

CASE STUDY | NO.8 TOURS | DOMESTIC TOUR
OPERATOR

 **Lemax**

Location:
New Zealand

Go live date:
2018

Company type:
Domestic Tour Operator



No.8 Tours increased the number of sold tours by 43% since they started using Lemax

Andy and Sarah Somerville established No.8 Tours in 2008. They began by providing tours for the cruise ship industry and quickly decided to specialize in single and multi-day excursions for the senior community throughout New Zealand.

With hard work and a successful formula, they've become one of New Zealand's largest travel clubs for seniors to provide regular, high-quality, social, and interesting excursions. An unrivaled tour experience, in their own words.

INTRO DUCTI ON



We talked to No.8 Tours' CEO, Andy Somerville. Since its founding, Andy has led the company with a great focus on the future. That allowed No.8 to pivot fast when new market opportunities presented themselves and stay ahead of the competition.

Forward-thinking as he is, Andy soon realized they needed help from software to enable scaling the business and increasing the quality of the service provided to their travelers. As Andy says: "It seems silly that software can allow you to achieve that, but it has. It allowed us to focus on the customer and not the spreadsheets."



CHALLENGE

It was Andy's second attempt to find a solution that would help No.8 grow. They were looking for a solution to support many unique tours they were handling manually in giant spreadsheets that covered both itineraries and their costing models.

"We knew we needed something, some kind of technology that we can bring in to keep our team small as long as possible," says Andy. As the company grew, they saw that the quality of delivered service and their products would face some challenges. This caused stress to No.8 employees, which unavoidably caused stress to travelers.



By using technology, we could put ourselves ahead of the competition that wasn't in the market then, but I knew it was coming.

—Andy Somerville, CEO

This was something they wanted to avoid, and Andy was sure that there was something out there that could replace the spreadsheets. One of the obstacles Andy faced was how to ask the right questions. What to ask Google to find software, and how to ensure you've got the right solution?

At one point, he considered going down the "build on my own" route. Still, after a few iterations with a development company, he soon realized that building your solution is costly and very time-consuming, so he gave the search another try and found Lemax.



Our profit has grown 20% year over year, and that's the direct impact Lemax had on our business.

— Andy Somerville, CEO

SOLUTION



Andy shortlisted three different vendors to have a deep dive with, one of them being a New Zealand company. "The local company, although we thought it was a perfect match by being just down the road in New Zealand, gave us little confidence in what they were selling," says Andy.

They quickly gravitated towards Lemax, which he says was at their level. Despite the time difference, the communication was efficient, No.8 got all the answers on time and felt that Lemax addressed all their needs. They saw Lemax as a solution that solved their current problems and had a vast potential for future development.



Lemax was an integral part of our business when the Covid-19 pandemic started. Had we not had Lemax, trying to handle what someone paid, who's transferring their booking to a later date, and who's claiming insurance would be impossible. Lemax helped us handle that seamlessly.

—Andy Somerville, CEO

Their goal was to cover their main processes - product development, sales, accounting, administration, and marketing. Early in the implementation, they saw that they had found a solution that would automate and streamline the processes making No.8 employees' jobs easier, faster, and in the end, more efficient and profitable. Lemax gave No.8 "homework" during the implementation, as Andy calls it. It's important to stress the importance of commitment to training from both sides - by being diligent; they were able to put everything in place before the upcoming season.



Lemax allowed us to design and sell more tours, which directly impacted our business by ensuring new, additional revenue. Because of Lemax we were safe to invest in increasing not only the total number, but also the quality of our tours.

—Andy Somerville, CEO

IMPACT

No.8 has benefited widely since using Lemax. They've experienced 43% growth in the number of sold tours, which directly impacted the 20% growth of the company profit.

The post-COVID world in New Zealand put the competition on No.8's tail sooner than they expected. But they were prepared. In the last two years of using Lemax, they managed to grow their business to the point where they can take time and resources to invest in other areas to increase the standard of their tours, accommodation, transport, and guides. Doing that allowed them to stay ahead of the competition.



Lemax allowed us to be creative, and put more products out there. Our calendar is now full and we don't have any room for new tours.

— Andy Somerville, CEO

Additionally, they did not expect Lemax to be such an integral part of their business once the pandemic started. We enabled them to implement insurance as an added value to their tours seamlessly. When the lockdown occurred, they were facing a large number of cancellations.

They gave their customers the option to postpone the tour or claim their insurance. By managing all that through Lemax, they could keep track of what was booked and paid, reschedule the tour or claim the insurance. This overview and seamless process vastly minimized the negative effect that the lockdown had on their business.

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 40 clients 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

