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asian trails

Lemax

ASIAN TRAILS

CASE STUDY | ASIAN TRAILS | DMC

Location:
Bangkok

Go live date:
2019

Company type:
DMC

INTRODUCTION

Highly automated processes, fully loaded product database, functional operations, and quoting - an all-in-one solution for Asian Trails.

Founded in 1999, Asian Trails prides itself in its extensive specialized knowledge, expertise, and integrity that has been the cornerstone of a “Yes, we can” attitude. Their services range from tailor-made and wholesale leisure programs, MICE and corporate travel planning to a wide variety of theme-based programs throughout Asia, ranging from art, history to adventure.

Headquartered in Bangkok, the group provides client-focused destination management services in all of its destinations: Cambodia, China, Hong Kong, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, and Vietnam.

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CHALLENGE

We talked to Marcel Grifoll, Group CFO at Asian Trails, who shared their journey to finding the best solution for their needs.

Asian Trails had an internally developed integrated system for reservations and accounting. The main problem was that the system didn't address functionally what they needed. It was concerning in terms of stability, and they couldn't leverage it the way they wanted in terms of going online, its connectivity, etc. Things were not moving fast enough, so they started to search for a 3rd party system.

As Marcel stated, before Lemax, they used to quote 90% of FIT tours in Excel - out of the system.

> I've seen very few tour operators or DMCs that have come up with their own internal system; it is difficult to do that in-house. Get it from the outside, implement it rather than reinvent the wheel, and stick to your core business - travel.
>
> —Marcel Grifoll, Group CFO

SOLUTION

Marcel led a team that was in charge of evaluating systems and they came across Lemax through an internet search of DMC operating system. They contacted Lemax and started discussions in 2017 and onboarded in 2018/2019.

Speaking of the significant benefits and solutions that Lemax brought, we should name a few of them. For now, most of these relate to FIT, as Groups are yet to come.

One thing is that they automated things from their old back-end system- supplier data, customer data, bookings, etc.- coming from two different systems into Lemax. That was a huge effort, migration was a huge challenge, and they did it with the help of Lemax's implementation team. They were able to create a fully loaded database in the system, to have all of their products in Lemax (hotels, transfers, excursions, packages). Lemax has been able to support the creation of these products. They didn't have to create hotel products; they were migrated, which was a significant advantage. With all the products and content imported, they got the ability to build itineraries for FIT tours quickly!

Now they have functional operations that address their needs - transfers, excursions, private services, and coaches.

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IMPACT

As Marcel stated, they were quoting in Excel with their old system 90% of the time! Now they have more than half of FIT bookings made and moved to Lemax; the process is straightforward, everything is harmonized - creating a booking and quote is the same process; once they create a quote and want to confirm it, they can change the status with one click. Marcel emphasized that once you have the database with all the products, you can leverage it in the booking process, easily search the products, find them, book, and materialize the booking.

> One of the reasons we chose Lemax is its high level of automation! You have a lot of automatic actions you trigger - auto-confirmations to suppliers, auto-invoices, auto-itineraries, you name it! There is a wide range of automated actions in your system.
>
> —Marcel Grifoll, Group CFO

Marcel also stated: "What has really been a game-changer for Asian Trails since day one is the ability to have a competent counterpart who understands our requirements, has an efficient functional system, is constantly keen to improve it, and is also working closely with us to meet our needs."

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 35 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.

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