

<http://www.classicgolf.dk/>



CLASSIC GOLF

CASE STUDY | CLASSIC GOLF | TOUR OPERATOR

Location:

Denmark

Go live date:

2019

Company type:

Tour Operator



Error elimination from daily business using Lemax directly impacted ClassicGolf's revenue

ClassicGolf was established in 2009, and they focus on the high-end golf travel market. They are an industry leader in bespoke golf vacations to most parts of the world, serving individual clients and groups.

We talked to Marc Limschou, the Managing Director of ClassicGolf. Marc has been the managing director since 2014. He has expanded the company in several ways, adding new golf destinations across the world to the company's turnover. Marc joined ClassicGolf with a background in the international pharmaceutical business. This global business experience and high-quality standards brought a new perspective to ClassicGolf.

INTRO DUCTI ON



CHALLENGE

The search for core software started more than five years ago. The company was growing at 20% year after year, and they were aware they needed a system to support the growth. The system they had at the time could not support their processes, which started to strain their employees significantly.

They had to handle all contracts, track payments, issue invoices, create the outgoing documents manually and without standardization and visual identity, which led to errors that were, in the end, costly for ClassicGolf.



One of the most important things is that I feel confident about data and its consistency, making me sleep sound at night.

—Marc Limschou, Managing Director

As Marc puts it, they needed to have the data at their fingertips to support the business' scaling. They looked for a provider and started the implementation process with a different vendor, but six months in, they've canceled the contract and resumed their search.

They followed a similar process to the one we described in our eBook – [How to buy software for your travel business](#). They've shortlisted two additional vendors that they did a thorough check with. They've had many questions on this second try, and they took advantage of the demo sessions to ensure the vendor they selected would cover their business processes.



SOLUTION



When selecting their software provider in the second round, they needed to be convinced that the chosen vendor would grow together with their company and that the product is flexible enough to support their niche, i.e., golf vacations.

Lemax's sales approach and vast knowledge of the industry, and the possibilities our software offers were the key factors that made ClassicGolf swing our way.

Being a part of a niche, they worked on finding the best solution to cover specifics in their processes, which was eventually done to satisfy both parties. They went live in January 2019.

IMPACT

2020 was not an easy year for the travel sector, making it hard to spread out representative numbers that would be expected if the pandemic hadn't happened. Still, Marc pointed out several significant values he sees since using Lemax.

They finally have standardized documents in line with their brand, without taking a long time to produce them – it happens with a click of a button.

Additionally, Marc pointed out how he can sleep at night now that he's confident about the data he gets from Lemax. It allows them to be consistent and streamline internal processes more efficiently.

With the old way of work, they manually made all the offers, invoices, and payments. That meant that they were making errors when calculating prices or paying certain suppliers more than once. They stopped losing money on such mistakes by error elimination, directly impacting their revenue and cash flow.



One of the most important things is, we now have a system that I am sure that will be able to develop along the way as we develop as a company, product-wise. I have a good feeling that there won't be a limit where we can take our company with Lemax.

— Marc Limschou, 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 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.

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