



# HIDDEN ICELAND

LEMAX CUSTOMER SUCCESS  
PROGRAM CASE STUDY



[hiddeniceland.is](https://hiddeniceland.is)

# CS PROGRAM

Lemax Customer Success Program is designed to unlock our clients' full business potential. As your business grows, you may encounter unique challenges that require specialized expertise and support.

Our Customer Success Programs are designed to meet these needs by providing a dedicated team of professionals, including Customer Success Managers and Customer Care Experts, who act as your trusted advisors.

## These programs offer key benefits:

- **Personalized Support:** Tailored guidance from experts who understand your business goals and help you optimize the Lemax system to meet your company's evolving requirements.
- **Enhanced Efficiency:** Collaboration with our team to streamline operations, implement best practices, and identify automation opportunities to maximize system efficiency.
- **Dedicated Assistance:** Ongoing support with a single point of contact for training, updates, and troubleshooting, ensuring a smooth and productive experience.

With our Customer Success Programs, you'll have the resources and expertise needed to overcome any challenges your business might stumble upon and drive continued success.

Hidden Iceland has been a part of our Customer Success Program since November 2023, and this partnership has been instrumental in enhancing their business practices.

We talked with Scott Drummond, Hidden Iceland's Managing Director and Co-Owner, to gain insights into their experience with the Lemax Customer Success Program.



# Q&A: INSIGHTS

**Q: What specific outcomes have you achieved with the help of the Customer Success Program that you might not have reached on your own?**

**A:** Having direct access to Customer Success Managers was really valuable. We often had a sense of the problem, but we didn't always fully understand the potential solutions. Being able to speak with someone directly and explain the issue we were facing allowed us to explore options we might not have considered on our own. Without that support, we might have just worked around the issue, as we did sometimes, especially if it wasn't a major problem.

But once we identified an area where we really wanted to see improvement, it made a big difference to have someone who understood the broader context of how we were using the system. They could then go back within Lemax and figure out how to actually solve the challenge for us.

Having that point of contact and being able to speak with someone directly, rather than just submitting a support ticket, was really helpful. Of course, tickets are great when there's a clear technical error. But when it came to more nuanced improvements specific to our needs, the Customer Success Program really added great value.

One such example would be how the web form will bring in indicative pricing depending on the number of people. That was something we handled through our Lemax Customer Success Manager and it helped us quite a lot.

That particular change, for example, came from conversations regarding what we needed, how we wanted it to look, and what the available options were. I'm not sure we would've gone that route without the Customer Success Program.

**Q: How has the Lemax Customer Success team enhanced your experience by acting as a true partner in your journey rather than simply serving as a software provider?**

**A:** I think it really comes down to having someone available that we can easily reach out to, someone we can email to ask questions or share ideas.

Just knowing that we have that point of contact is really reassuring. It creates a stronger sense of connection, support, and partnership - something that wouldn't exist in the same way if that person weren't there.

**Q: How has the collaboration with your Customer Success Manager enhanced your usage of the Lemax solution?**

**A:** It's been really beneficial during the initial phase, especially while we were still figuring things out and learning how everything worked. At this point, we have a pretty solid understanding of Lemax: what it can do, what it can't do, and what it could do with some extra effort or development. So having that support while we were navigating those learning curves and making adjustments was really valuable.

I'm not sure we'll need to stay in the Customer Success Program long term. Ideally, we'll reach a point where everything runs smoothly on its own, and we only re-engage if we're planning to implement a bigger feature or improvement.

In the meantime, while we've been working through a backlog of relatively small but meaningful tasks (things that weren't massive but each required maybe four or five hours of modifications), it's been great to have both the Customer Success Program and someone internal managing the process.



**Q: What aspects of the Customer Success Program would you highlight as crucial for you? Would you recommend the Program?**

**A:** The Customer Success program made a lot of sense for us because we went into it with a clear list of improvements and ideas we wanted to work on. If you already have a list like that and you know you're paying for the Program, which also includes a set number of hours for support or automation work, then it's definitely worth it.

In many ways, it pays for itself. Otherwise, if you wanted to make those changes later, you'd likely be paying for that work by the hour anyway. With the program, those hours are already included. So if you're coming in with ideas or specific things you want to tweak, modify, or improve, being in the Customer Success Program is absolutely worthwhile.

Also, the Lemax team is very responsive and tries hard to find the best solution to every challenge. I would most certainly recommend it, especially if you're in a similar position we were in!



# 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 Customers 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 Customers 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](mailto:sales@lemax.net)

