



SINGITA

LEMAX CUSTOMER SUCCESS
PROGRAM CASE STUDY



Singita
singita.com

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.

Singita has been a part of our Customer Success Program since June 2023, and this partnership has been instrumental in enhancing Singita's business practices.

We talked with Radia Hassan-Parker, Singita's Lemax and System Support, 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: We've achieved several key outcomes that would have been challenging to accomplish on our own. The intricacies of our business model, such as setting up complex promotions, managing our low-cost/no-charge department, tailoring commission structures for travel agents, and configuring child policies, were all successfully implemented within the Lemax system. These tasks, which initially seemed daunting, were made manageable with the guidance of the Lemax team, allowing us to streamline operations effectively.

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: The Lemax Customer Success team has truly elevated our experience from that of a typical client-provider relationship to a valued partnership. Whenever we've encountered challenges, we've collaborated closely to find the best possible solutions. Rather than simply delivering a product or saying "no" to complex requests, they've worked alongside us to identify creative workarounds. This proactive approach and willingness to find solutions have made all the difference, reinforcing the sense that Lemax is fully invested in our success.

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

A: Collaboration with our Customer Success Manager has been vital to how we now utilize the Lemax platform. Regular catch-ups and dedicated time to discuss issues and potential solutions have played a significant role in optimizing our use of the system. This ongoing communication has not only helped us address immediate challenges but also enabled us to continuously refine our processes, ensuring we get the most out of the platform.

Q: What aspects of the Customer Success Program would you highlight?

A: One key aspect I would highlight is the personalized attention we've received. The individual time spent working through challenges or explaining features in detail has been invaluable for gaining a deeper understanding of the system. Additionally, the collaborative approach to finding solutions to specific issues has made a significant impact. This level of support has truly enhanced our overall experience with the Lemax platform.

Q: If you were to recommend our Customer Success Program to other companies, what would be your top reasons for doing so?

A: My top reason would be the ability to raise issues specific to our business and receive dedicated time to discuss and resolve them. The program's focus on personalized support and collaborative problem-solving has been instrumental in helping us overcome challenges and maximize our use of the Lemax platform.



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.

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