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 Lemax



# SNÆLAND TRAVEL

CASE STUDY | SNÆLAND TRAVEL | TOUR OPERATOR

**Location:**

Iceland

**Go live date:**

2018

**Company type:**

Tour Operator



High level of service,  
fewer people, consistency,  
unified product database,  
groups and calculations.

Snæland Travel has over 70 years of local expertise and know-how in Iceland. Their aim is for their guests to return home with tales of how Iceland was a once-in-a-lifetime experience, a true fairy tale. They strive to create inspiring, creative, and magical programs that will represent Iceland in all its magical glory.

At Snæland Travel, one of the most significant resources are their employees who know Iceland like the back of their hands. They also speak various languages to provide their customers with the best possible service. They have a fleet of coaches and Super Jeeps, ready to take their travelers onto the next adventure.

# INTRO DUCTI ON



# CHALLENGE

We talked to Kristjan Gunnarsson, CTO & Business Development, who explained their challenges and what they wanted to achieve by implementing Lemax.

Going back to their initial business analysis, done in collaboration with Lemax, there were a few primary challenges they were facing:

- Unsynchronized communication
- Assigning tasks between staff members
- Disconnection to the financial part
- A lot of copy-pasting and re-entering data in different systems that were not connected

Before implementing Lemax, they had hundreds of documents with pricelists from their different suppliers, which they returned to whenever they made a new offer. That cost much extra work, including unnecessary copy-pasting, etc. They wanted to bring consistency to their processes and avoid doing things differently based on how each employee works. The dream was to have a single ID from when the request came in until they got the suppliers' bills.



The updates and improvements that we've seen in the last year showed how Lemax is listening to and tackling the challenges we had.

— Kristjan Gunnarsson, CTO & Business Development

# SOLUTION



Kristjan told us how they had few vendors in the process, saw the demos, discussed with other Icelandic tour operators, and got a recommendation for Lemax. This fortified their decision to go with Lemax.

He pointed out a few things where he sees Lemax as a significant step forward regarding the processes and tasks they wanted to tackle. From handling groups and calculations, auto-generating documents previously done in Word and Excel and lacking consistency, to having a structured database matching what they get from suppliers to comply with contracts.

Kristjan emphasized that they have something like 200+ accommodation options in the system. Being able to handle that and pull it into the system takes time, but he said it's worth it!

# IMPACT

With the product improvements published last year, he saw many benefits of the new options like copying from other groups when making calculations and saving multiple contracts per supplier.

We wanted to know if he thinks that sticking to old processes would have impacted their leading position in Iceland. Kristjan stated that it would probably cost more people in the organization.

With Lemax, they could do the same amount of work, but with less staff. It also helped them when Covid-19 started impacting tourism; they maintained the same level of service, even with fewer people.



Lemax is fantastic in handling packages that are sold to FIT customers. All of the updates and improvements that we saw last year on group calculations are very promising for the future; it showed how Lemax is listening to and tackling the challenges we had.

— Kristjan Gunnarsson, CTO & Business Development

# 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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