

<http://www.luxuryslovenia.eu/>



# LUXURY SLOVENIA DMC

CASE STUDY | LUXURY SLOVENIA DMC | DMC



**Location:**

Slovenia

**Go live date:**

2018

**Company type:**

DMC





Luxury Slovenia DMC  
sees direct impact on the  
business efficiency after  
implementing Lemax  
software

As a provider of premium quality,  
luxury, tailor-made travel  
experiences, Luxury Slovenia DMC  
offers unrivaled service and advice  
to their clients on the most  
appropriate travel options to suit  
their needs.

They are a Member of Virtuoso,  
specialists in the art of travel, and  
Select In-Country Partners by  
Travel Leaders Group. With 20+  
years of experience in luxury travel,  
they have developed a high level  
of expertise working with Agents,  
Tour Operators, and Consumers  
globally.

# INTRO DUCTI ON



We talked with Luxury Slovenia's co-founders and General Managing Partners, Matěj Valencic and Matej Knific.

Matěj Valencic is the mastermind behind several travel brands. He founded them with the vision to offer a personal and exclusive approach to guests, where no wish is impossible to make true.

Matej Knific, on the other hand, has been working in marketing for more than ten years, covering fields like product marketing, corporate marketing, new product development, and digital marketing. Three years ago, he transposed his marketing expertise to the tourism industry.



# CHALLENGE

As the company and its business grew, Matěj and Matej became aware that they needed assistance staying fast and efficient. They did not have a clear overview of their sales and operations pipelines, making it challenging to drive the business strategy and achieve their goals.

When it came to Sales, they've used several different tools. This included a lot of manual work, retyping, and possible mistakes. The lack of automation made them less efficient in their everyday work and impacted their products' profitability.



We wanted to be quick and efficient. We needed to answer our travel agents the same day, so we searched for a technology that would enable us to do so.

— Matej Knific, Founding Partner

Among other pain points, they had no clear overview of the sales pipeline needed for easier forecasting and ensuring the conversion of inquiries to business opportunities. No clear overview made it difficult for them to oversee the stage of each inquiry, obstacles, pending follow-ups, expected and due payments, etc.

On the operations side, they did everything manually. The supplier communication was time-consuming and prone to errors. This way of work put a lot of unnecessary stress on their employees, and it made it hard for them to achieve their desired goal of replying to their customers in less than 24 hours.

The stated challenges impacted the scaling of their business as they lacked data-driven decisions. With this in mind, they started looking for a solution that would digitalize and automate their processes, enabling them to work much faster and, more importantly, become more customer-focused and leverage the data they have for future growth.



# SOLUTION



They searched for a partner in the travel technology space for more than two years. "We've searched many websites, read many forums until we found Lemax," says Matěj. After a lengthy evaluation, Lemax was shortlisted together with one other vendor.

After the software demo presentations and exploring how their everyday business maps to the Lemax solution, they tested the system for a few days, which gave them confidence in moving forward with Lemax software.

Luxury Slovenia opted for the complete Lemax solution that would cover their core processes from Accommodation, Tours, Transfers to B2B and B2C offline sales, mail communication, etc. They also chose Automated Actions, which would enable them to automate many activities that needed human intervention resulting in faster communication with Suppliers and Customers.

When we asked them about their favorite feature, they each had their own point of view. For Matěj, that's the itinerary builder. Being in the luxury segment especially, the ability to create customized and beautifully designed itineraries is crucial. The itinerary and its appearance can be the differentiator you need to win a deal with the offer you make.

On the other hand, Matej sees the payment link as his favorite feature. He says that many would see this as a basic feature, but not him. From his standpoint, the crucial thing is that everything happens automatically from the minute the client confirms the offer. Once the payment goes through, the status is automatically updated on the reservation inside Lemax.

It saves them a significant amount of time; they don't need to check manually, several times a day, which payments have and which have not been processed. This directly impacts their cash flow, efficiency, and the number of mistakes, allowing them to focus on answering new inquiries by decreasing the amount of manual administration.



The payment link is sent to the client, and everything after that happens automatically. All the sensitive data is not shared with us; it stays on the client's or card payment processor's side."

—Matej Knific, Founding Partner

# IMPACT

Luxury Slovenia as a company has always taken pride in using cutting-edge technology in their business. Due to their career backgrounds, Matej and Matěj understood pretty early on how technology and digitalization can help scale their business. After using Lemax for almost two years now, we've asked them what the main benefits and business impacts are.

The business overview is a significant benefit and of great value to them. They can look at the sales and operations pipeline at any given point and see the status of their inquiries, reservations, and bookings. They have a clear understanding of what is selling well.



It's essential for us to have the entire business overview in one place - sales, operations, finance, and controlling.

— Matej Knific, Founding Partner

Besides the clear overview of their entire business, they see great value in having a centralized product database. Lemax makes it possible for them to enter each service or product only once in the system. This can later be used across the whole software - in itineraries, offers, or other stage of the operations.

By doing business through the centralized database, Luxury Slovenia significantly reduced human mistakes derived from the previous need to keep multiple records and retype or rewrite content and prices. It impacts not only the revenue but the profitability of each sold product.

Another benefit they noted, amidst the current global situation caused by the pandemic, is having their business stored on the cloud, accessible via web browser anywhere. It was easy to transfer their everyday business to the home office environment.

Lemax enables data-driven decision-making that enhances Luxury Slovenia's processes and contributes to the further expansion of their business.

From the early days of the partnership, Lemax has impacted Luxury Slovenia's business by automating its processes. By automating its core operations, Lemax reduces the time spent on administration and manual work. This allows space for creative ideas that give extra value to their customers and partners and lets them focus on their company's long-term plans and growth.



Lemax allows us to be more efficient, make fewer mistakes, spend less time on administration, and focus more on the content and connections to our advisers.

— Mattej Valencic, Founding Partner



# 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 120 partners 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.

Lemax Ltd.  
Remetinečka cesta 139  
10000 Zagreb, Croatia EU

Tel: +385 1 631 42 21  
[sales@lemax.net](mailto:sales@lemax.net)

