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*Singita*

 Lemax

# SINGITA

CASE STUDY | SINGITA | DMC

**Location:**

Cape Town, South Africa

**Go live date:**

2022

**Company type:**

DMC



Singita is a brand driven by a clear vision and purpose. Renowned as pioneers of ecotourism and conservation, they offer luxury accommodations while dedicating themselves to preserving and protecting Africa's rich landscapes and communities.

Singita places exceptional guest experiences at the core of its mission, delivering excellence at every touchpoint—from bookings and quotations to on-property interactions and game drives.

Since its founding in 1993, Singita has grown significantly, now employing hundreds across Africa and operating 19 lodges, camps, and exclusive villas across six unique locations, each celebrating the African bush.

Several teams, including finance, tailored travel, and direct guest services, rely on Lemax software to streamline and support their operations. We spoke with Alison Street, Singita's Revenue Manager, to gain insights into the challenges the company faced and their experience using Lemax.

# INTRO DUCTI ON



# CHALLENGES

In 2022, Singita embarked on a digital transformation journey in response to the evolving dynamics in the travel industry due to COVID-19. The pandemic brought about a new demand for direct and streamlined travel experiences, urging Singita to adopt a platform capable of supporting the rapid changes taking place in their business.



Our channel of business coming to Singita is growing in the two divisions that utilize the itinerary-building system. If we had not made the change of software, we would have missed the opportunity to capitalize on this opportunity. We embraced the moment and we're very grateful that we did because the business has grown significantly.

— Alison Street, Revenue Manager

After over five years with their previous software, Singita recognized the need for a more adaptable platform to support their growth. They sought a cloud-based system that offered stability and innovation. Frequent downtime and limited adaptability in the old software had left Singita feeling stagnant. Lemax emerged as a strong contender, meeting Singita's requirements for reliability, user-friendliness, and scalability.



# WHY LEMAX

Singita sought a stable and intuitive system, and Lemax stood out—one of the reasons was the sales process.



The sales process was incredible. It was hands down the best of everything that we had gone through, taking into consideration that we were having sessions with a number of different companies. Lemax knocked it out of park, it was so personalized. We felt right from the get-go that you actually understood our business and knew exactly what we were looking for. Just from an industry experience, we felt very comfortable and confident in your team from the get-go.

— Alison Street, Revenue Manager

Singita prioritized ensuring that Lemax could fully meet their operational needs, focusing on seamless connectivity, user-friendliness, and future API integration capabilities. Their previous software had been cumbersome and inefficient, requiring extensive manual adjustments that often led to errors and slow performance, ultimately hindering productivity.

Any change or new system presents challenges for the team, and it's crucial that the implementation is handled properly. Effective software implementation goes beyond system setup—it involves equipping the entire team to confidently use the platform. For this, your software vendor must act as a true partner throughout the process.



The implementation approach was very systematic. You are obviously the experts in implementing the system and doing changeovers. The team understood our business. It was really valuable to lean on you for your blueprint on how to do it within a team and an organization. The transfer from implementation to customer care and support was very clear and preceded by a thorough handover. It never felt disjointed, and we felt like Lemax was always there to support us.

— Alison Street, Revenue Manager

# Q&A: INSIGHTS

## **Q: What impact has Lemax had on your business?**

A: The switch to Lemax significantly improved productivity across Singita's teams. Unlike our previous system, Lemax offered consistent connectivity and reduced room for manual errors.

On a purely simplistic level, the fact that it's always connected is a big factor that tremendously increases productivity. Before, the team would have to wait 20 minutes or so for something to be rebooted.

Also, the functionalities within the system are a lot quicker and easier for the teams to use.

There is less margin for error. In the previous system we used, it was possible to manipulate a lot of the stuff manually yourself. This isn't the case with Lemax. We load everything the way it should be. You're only allowed to use ad hoc at certain times.

On the back of COVID and with us reopening to the world with the onslaught of bookings coming, if we hadn't invested at that time, we wouldn't have been able to cope with the volumes that came at us.



**Q: Last year, you exceeded the number of inquiries received in 2019. How significant a role do you think Lemax played in helping you achieve this milestone?**

**A:** I think Lemax has definitely played a role because we wouldn't have been able to service the inquiries that have come our way with the speed and accuracy needed.

Ultimately, we wouldn't have been able to service those bookings, or they would have come to us through another channel, or we wouldn't have customer satisfaction. So, yes, Lemax has played a part in managing the volume of inquiries as efficiently as possible.

**Q: What would you recommend to travel companies looking for new software?**

**A:** I would look at your non-negotiables. We're a multi-currency property, so I know that was a big one for us. I also know itemized billing and branding were big ones. The ability to have two different divisions that work very differently from commission structures and to segment it was crucial.

When we assessed everything, we had a handful of non-negotiables. If somebody couldn't accommodate those, we wouldn't have taken the next step. So, I think the question is, what are the non-negotiables, and can the system deliver them?

Make sure to do the vetting process and include some of your key stakeholders who will actually use the software daily.

Also, look at not just what the system can do for you now but also where you're headed and growing as a business. Can this system grow with you? Do they have an innovative team? Are they also in a growth space? Are they also constantly looking for new things? What kind of support do they offer you?





**Q: How would you describe Lemax software and team in two or three sentences?**

**A:** It's really intuitive and efficient. We enjoy working with the itinerary-building system. We feel like the Lemax team is a part of our team, and we get good support.

Onboarding new people is easy because it is intuitive, forward-thinking, and efficient, and it's been a very seamless process. With Lemax's support, it's been easy for our teams to learn and use the software.

# CON CLUS ION



Singita's journey with Lemax has been transformative, enabling them to scale operations, enhance productivity, and deliver seamless experiences to both team members and guests. From the onset of their digital transformation journey, Singita sought a partner capable of adapting to their unique and evolving business needs. Lemax's reliable and intuitive platform, paired with exceptional support, proved essential in meeting these expectations.

Singita is a business in growth - they are going into Botswana in 2026 and will continue to expand conscientiously and sustainably. With Lemax, Singita has not only overcome the immediate challenges brought by rapid growth and changing travel dynamics but also built a foundation for continued innovation and expansion.

Looking forward, Singita is well-positioned to further its mission of ecotourism and conservation with a robust, scalable solution. Lemax has become more than just a software provider; we are a trusted partner invested in Singita's success, ensuring that they can continue to lead in their industry with confidence and efficiency. And we are more than proud to be a part of their story.



# 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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