

A tour guide organisation gets a new lease of life

From a clunky system to a streamlined solution, Lange Nelle gets unique and personalised software



Lange Nelle is a non-profit organisation that runs guided tours in and around Ostend in a variety of languages, including Dutch, French, English, German, and Spanish. The tours take place on foot, by bike, or by bus and attract tourists from around the world.



 oostendeahoy.be

CHALLENGE

From paper to progress

At first, Lange Nelle used to run the business using pen and paper for the most part. A theatre booking program was adapted to take registrations for tours, but it wasn't user-friendly. Making edits to bookings was difficult and took up a lot of employee time.

The organisation therefore started looking for an all-in-one package that could handle all aspects of dispatching, ranging from entering the opening hours of certain museums, planning guided tours, scheduling the availability of over 60 tour guides, sending emails to customers and guides, and even invoicing the tour guests. Such a specialised solution did not yet exist - until they found Ninox.

One-stop solution

With Ninox, Lange Nelle can now plan the entire process, from the very first enquiry to the execution of the tours. Communication with guides and customers can now be done centrally from Ninox.

Invoices can also be sent to customers automatically. The program is packed full of ideas and additions that come directly from the team. What's more, developments to refine the workflow still further are ongoing, with the support of RoSoft.

Key Features

- ✓ Customer care and management
- ✓ Invoice generation
- ✓ Order management

Benefits

Now, the intelligent database contains all the data for more than 300 guided walks and opening hours, as well as the unique specialities of more than 60 guides. It's now easy to see guide availability and browse the characteristics of each tour.

Tracking of outgoing emails has also been improved. Planning of tours and communication can be done through the in-built calendar from Ninox. Emails sent to guides contain specially-coded HTML buttons that automate guide replies using Ninox Rest API. This completely eliminated the need for manual input, saving time for everybody involved.

60+

GUIDES

300+

GUIDED WALKS

1

solution



We have an all-in-one package that is unique in Belgium and this for a good price. It's also easy to expand with new features in the future.

Dirk Laga
Treasurer of Lange Nelle

Get in touch



 rosoft.be

RoSoft designs tailored user-friendly database solutions for small-medium enterprises and associations that optimise business processes.

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Ninox is a collaborative, cloud-based platform for business teams. We empower users to build business applications and automate back office workflows with drag and drop tools.