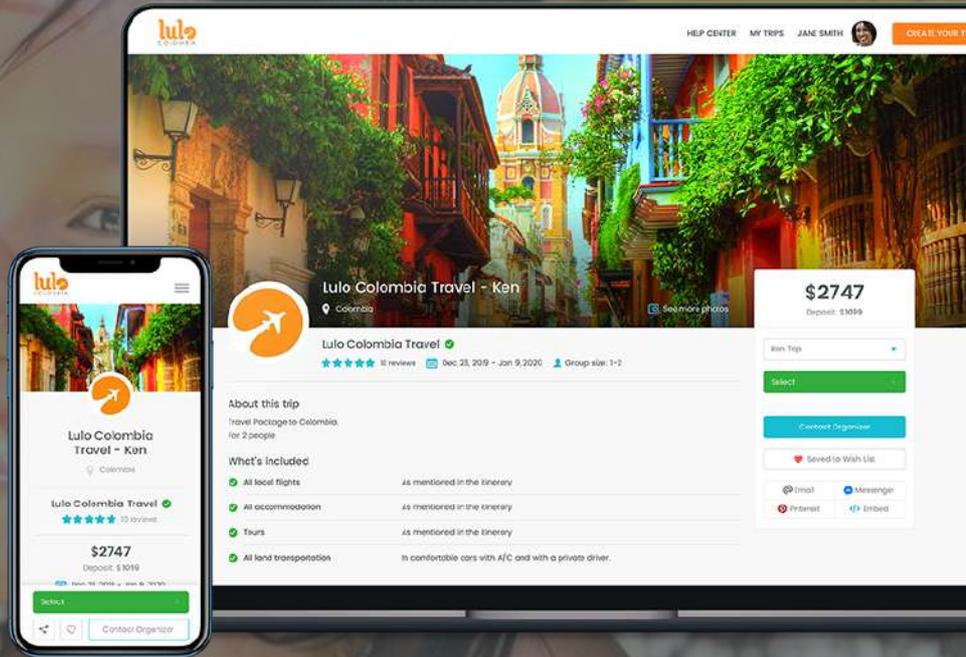


**Lulo Colombia** is a travel agency that provides personalized itineraries for its clients to travel in Colombia. Travelers are provided with a detailed schedule, mobile phone with local SIM card, and 24/7 online support. With inquiries coming from all over the world, the company has to provide its potential clients a smooth and secure payment process.



www.lulocolombia.travel

Location:	Company size:
<b>Bogota, Colombia</b>	<b>4 employees</b>
Trip size:	Niche:
<b>1-4 travelers</b>	<b>tailor-made private tours</b>
Target Customers:	
<b>55+ years old, FIT, from North America and Western Europe</b>	

“  
**Customer experience has improved by over 90 percent!**  
 We eliminated extra payment steps that occurred before switching to WeTravel  
 ”

**Daniel Restrepo**  
 CEO/Co-founder

**Problem**

**Q: How did you collect payments from your travelers before you started using WeTravel?**

**A:** We used a local bank that partners with Paypal. The commission was high and customers had to go through a long verification process. Moreover, each payment was capped to a certain amount. We switched to a local payment platform but it was still horrible. Payments from overseas were often rejected. We had to make a detailed guideline just for clients to pay.

**Solution**

**Q: How has this problem been solved by WeTravel?**

**A:** Every time we receive an inquiry from customers, we prepare the itinerary and then send it with the payment link from WeTravel. If the customers ask for some changes, we can quickly update the payment link. On top of that, we really like the functionality to set deposit and balance due. We never send reminders to pay the balance due anymore and customers always pay on time.

**Impact**

**Q: How have your customers reacted to using WeTravel?**

**A:** The experience has been fantastic for our customers. It was so smooth that one traveler even double checked with us whether his payment did actually go through! Going to a foreign country like Colombia is a big adventure for our typical customers who are older. The ease of payment and good user interface of WeTravel solidify the confidence of our customers in Lulo.