

## trustangle & Lybra Tech: A Success Story with Madareem Hotel



Customer's Name:  
**Madareem Hotel**

Industry: **Hospitality**

Solution Implemented:  
**Lybra Assistant RMS**

Implementor's Name:  
**trustangle**

Solution Provider Name:  
**Lybra Tech - Zucchetti Group**

Country: **Saudi Arabia**

### Partnership with trustangle & Lybra Tech

Choosing trustangle as their technology partner, Madareem Hotel implemented the Lybra Assistant RMS from day one. This collaboration brought together expertise and innovative technology to transfer their revenue management strategy.

## Transformative Vision

At Madareem Hotel, we are deeply committed to creating exceptional experiences for our guests. In the competitive world of hospitality, we recognized the need to refine our revenue management processes to boost profitability while still delivering top-notch service.

The team identified several key challenges that required innovative solutions:



**Navigating Fluctuating Demand:** With seasonal trends impacting bookings, the hotel needed a dynamic approach to pricing that could adapt in real time.



**Optimizing Revenue Streams:** The complexity of various revenue channels demanded a sophisticated tool that could enhance decision-making across the board.



**Automating Daily Management Tasks:** Manual processes were consuming valuable time, hindering the team's ability to focus on guest satisfaction and strategic initiatives.

## Implemented Solutions



**Predictive Algorithms:** Lybra Assistant employs advanced predictive algorithms to analyze market data, enabling the hotel to set optimal pricing strategies based on demand forecasts.



**Automated Task Management:** The system automates daily revenue management tasks, allowing staff to focus on enhancing guest experiences rather than getting bogged down in administrative work.



**Dynamic Pricing Strategies:** With real-time data insights, the hotel can adjust pricing seamlessly, maximizing occupancy and revenue.

Post-Implementation

## Results

The results of this proactive approach were striking:

Increased Occupancy Rates: The hotel achieved an impressive **15%** increase in occupancy during peak seasons through optimized pricing strategies.

Revenue Growth: A **10%** uplift in overall revenue within just three months of implementing Lybra Assistant RMS demonstrated significant financial benefits.

Enhanced Guest Satisfaction: With a focus on service and efficiency, guest feedback reflected a **20%** increase in satisfaction ratings, leading to more repeat bookings.

The Numbers Speak

## for Themselves!

**15%**

Increase in  
Occupancy Rates  
during peak seasons

**10%**

Growth in Revenue  
within three months

**20%**

Boost in Guest  
Satisfaction Ratings due  
to improved service  
efficiency

Client

## Testimonial

“Our collaboration with trustangle & Lybra Tech has transformed our revenue management. Lybra Assistant RMS has been a pivotal solution, allowing us to optimize our pricing strategy effortlessly. trustangle & Lybra Tech team’s expertise has enabled us to navigate the complexities of the market while enhancing guest experiences. We couldn’t be more satisfied with the results ”

**Mr. Bassam Moualla, Front Office Manager at Madareem Hotel.**

## Are You Ready?

Let’s elevate your revenue management strategy and improve guest experiences!

trustangle is your trusted partner. Contact us today for a free consultation:

**info@trustangle.com**