



The Royal Mansour

How do you **improve the best?**

A Case Study of how ALICE enables one of the world's most luxurious hotels to be even better.



THE ROYAL MANSOUR

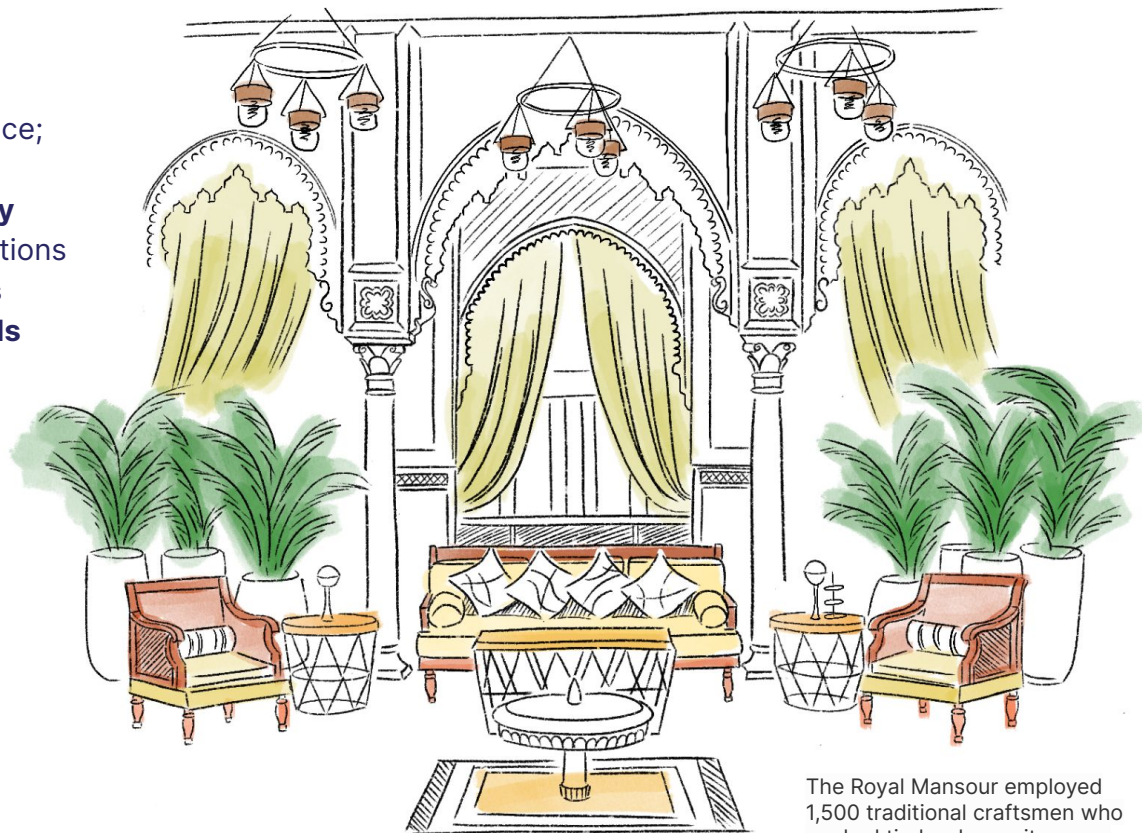
A PALACE in MARRAKESH, MOROCCO



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The Royal Mansour is much more than a palace; it is the incarnation of a vision, a dream, **testimony to the fact that the Moroccan way of life is a living art.** Built on the solid foundations of tradition, yet constantly evolving, it **meets the demands for increasingly high standards in hospitality.**

THIS EPIC, REGAL MASTERPIECE IS UNDOUBTEDLY **ONE OF THE WORLD'S FOREMOST PROPERTIES** AND ALICE IS RIGHT AT HOME.



The Royal Mansour employed 1,500 traditional craftsmen who worked tirelessly on site every day for over three years.

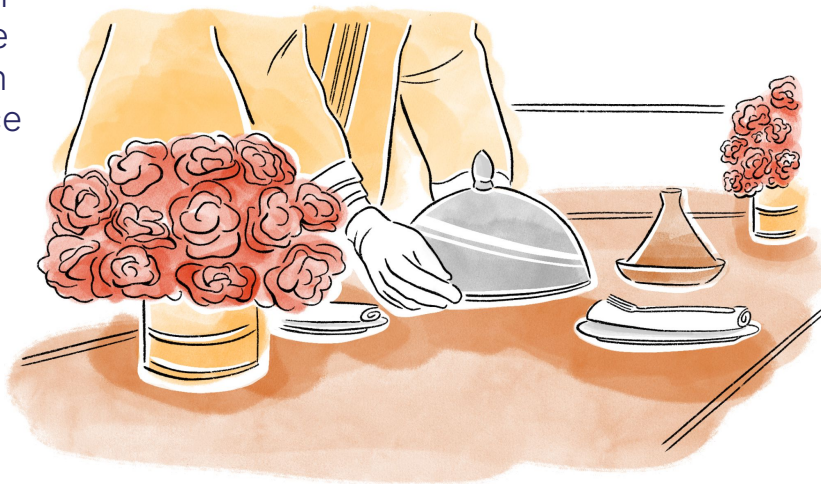
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SERVICE

The quiet service, privacy and high standards all are supported by an elaborate service team system.



27 SERVICE TEAMS

- Room Assignment
- Housekeeping
- Riad Maintenance
- Concierge
- Butler
- Front Desk
- Kitchen
- Restaurant
- Laundry
- Spa Maintenance
- Florist
- Amenities
- Riad Service
- Minibar
- Bellhops
- Gardener
- Royal Mansour Restaurants
- Lost & Found
- Guest Feedback
- Public Spaces
- IT
- Guest SMS
- Preventative Maintenance
- Valet
- Sanitary Audit
- Packages
- Stewarding

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SERVICE

Guests are served by discreet and attentive staff who are always on hand to deal with any requests and to make their stay even more enjoyable.



53 Independent Riads (suites)

- EACH PRIVATE RESIDENCE SPANS **ON THREE FLOORS** FROM 1 TO 4 BEDROOMS
- **AMENITIES INCLUDE** PRIVATE SHADED PATIO, A ROOFTOP TERRACE WITH A PLUNGE POOL & DINING AREA

A Riad is a typical moroccan house with an interior garden or courtyard, more commonly described elsewhere as villas.

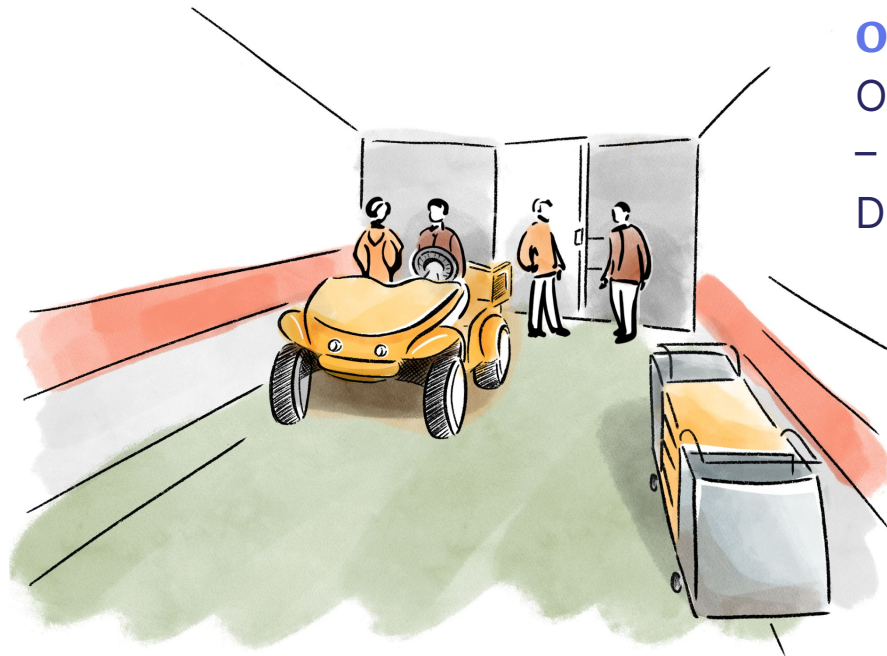
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Each riad is assigned **no less than 10 staff** – and overall there are **nearly 600 employees** working **across the resort**.



THE GROUNDBREAKING, DISTINCTIVE AND INGENUOUS HOTEL DESIGN IS EXEMPLIFIED BY A **LABYRINTHINE SERIES OF UNDERGROUND TUNNELS** TO EACH OF THE 53 RIADS ACCESSED ONLY BY STAFF – GUARANTEEING THE UTMOST PRIVACY, DISCRETION AND SECLUSION.

The ingenious system of underground tunnels allow staff to access the riads swiftly and discreetly, invisibly ensuring guests' comfort, and taking great care to respect their privacy. Thus, the art of service at the Royal Mansour reaches a degree of refinement that goes **above and beyond the traditional hotelier's rulebook**.

THE ROYAL MANSOUR + ALICE

"intuitive service combined with the latest technology"



At the peak of luxury, nothing falls through the cracks.

Operations management must be as ornate, meticulous and extravagant as the service experience.

To support this vision, the Palace sought out the latest technology.

ELEVATING WITH ALICE

The **full ALICE suite** was implemented:



- Replaced the need for a lot of papers - preventing the loss of work documents
- More **easily manage customer requests** as quickly as possible
- More in-depth monitoring of the various tasks entrusted to each employee
- **Improved coordination** with the different departments
- Saves time with fewer internal calls to coordinate tasks

THE ROYAL MANSOUR + ALICE



There is a robust and elaborate use of **checklists** at the Royal Mansour. By looking at how the **checklist completion rates climb** you can see the hotel getting used to working with ALICE and begin to make the tool their own.

Checklists: Completion rates improvement over 6 months, 2021



Amenities completion rate went **up 9%**



Housekeeping completion rate went **up 40%**



Concierge completion rate went **up 18%**



Butler completion rate went **up by 48%**



Front desk completion rate went **up 14%**



Property-wide completion rate **increase of 15%**

7%

Average less steps skipped when completing checklists across all departments since they started using ALICE.

THE ROYAL MANSOUR + ALICE



ALICE saves time by coordinating tasks directly with other departments through Tickets created for each specific request, and allows those tickets to be tracked to completion.

Tickets

> Top 3 Requests:

- **TRANSPORTATION 51%**
- **AMENITIES REQUESTS 28%**
- **F&B RESERVATIONS 10%**
- **PCR TESTS 6%**
- **TOURS & ACTIVITIES 4%**
- **NOTES 1%**

> Breakdown is **55% of Guest Requests** and **45% of Internal Requests**

> Average of **2 guest requests per guest**



User Metrics

> Average **5 tickets** created per user **per day**

THE ROYAL MANSOUR + ALICE

Our housekeeping teams use ALICE in order to: assign & manage daily tasks, change the status of their riads - which are assigned to them - and to communicate various customer requests.

- ALICE PROVIDES THE ABILITY TO **EASILY TRACK & MEASURE THE TIME EACH CLEANING TASK TAKES** TO IDENTIFY OPPORTUNITIES FOR IMPROVED EFFICIENCY
- ROOMS ARE CLEANED CORRECTLY
PRE-INSPECTION 23% MORE OFTEN

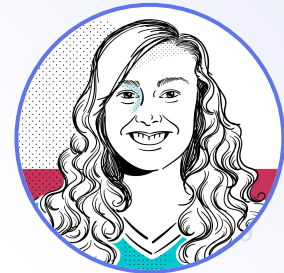


“

ALICE works with almost any hotel configuration, but - wow - this fabulous hotel really pushed us.

Housekeeping at the Royal Mansour is accomplished with 4 room attendants per Riad (what they call their multi-floor suites) and is enormously detailed with multiple levels of supervision and inspection. We are thrilled that we found a configuration that works.

- **PATRICIA SAUBUSSE**
Customer Success Manager, ALICE



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“

It was clear from the outset that the Royal Mansour Marrakech was a property like no other.

Authenticity, experience and discretion were woven into the Operating philosophy as much as it was embedded in the architecture, design and fabric of the property.

Working closely with the property team, the ALICE implementation was first and foremost about elevating the guest experience, being that discrete partner and supporting the staff with the tools to serve and delight their guests.

The flexibility of ALICE combined with the close collaboration with the management **was the key to this successful implementation.**

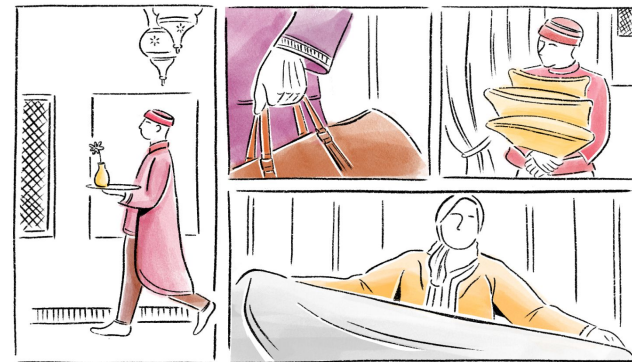
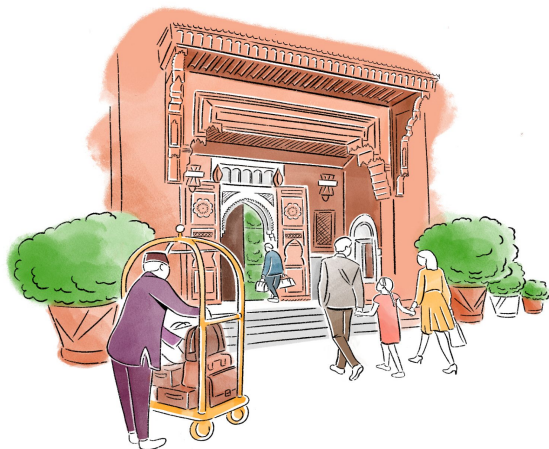
- COLIN BARNETT

Senior Sales Director, ALICE



THE ROYAL MANSOUR

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“ We do recommend ALICE to other hotels since it is a way to **facilitate work with perfection.**”

ALICE is very practical because it allows us to save time across all daily operations: luggage, transfers, logistics, special requests. ALICE makes our work easier and more efficient in regard to following up and keeping track of various requests. With ALICE, we can evaluate performance in a measurable way - proving that our staff has gained productivity. The hotel industry cannot operate successfully without efficient software tools like ALICE. This technology essential to meet the expectations of our guests.”

- **Clément Fabiani**, Rooms Division Director, The Royal Mansour



THE ROYAL MANSOUR



The results? The best got better.

ALICE is a recommended solution because it is a tailor-made application that the hotel can adapt according to their particular operations needs. This technology allows better follow-up of customer requests in real time, which then generates very useful statistics to evaluate yield times.

ALICE helps make already fabulous service even better. It enables a natural contactless guest messaging experience while silently delivering the same exceptional service - without skipping a beat.

ALICE has a track record of working with some of the most luxurious hotels in the world - 50% of the Forbes 5-star hotels worldwide use **ALICE**.

Ready to discover ways to escalate the exceptional?

[Schedule a meeting with the ALICE team.](#)

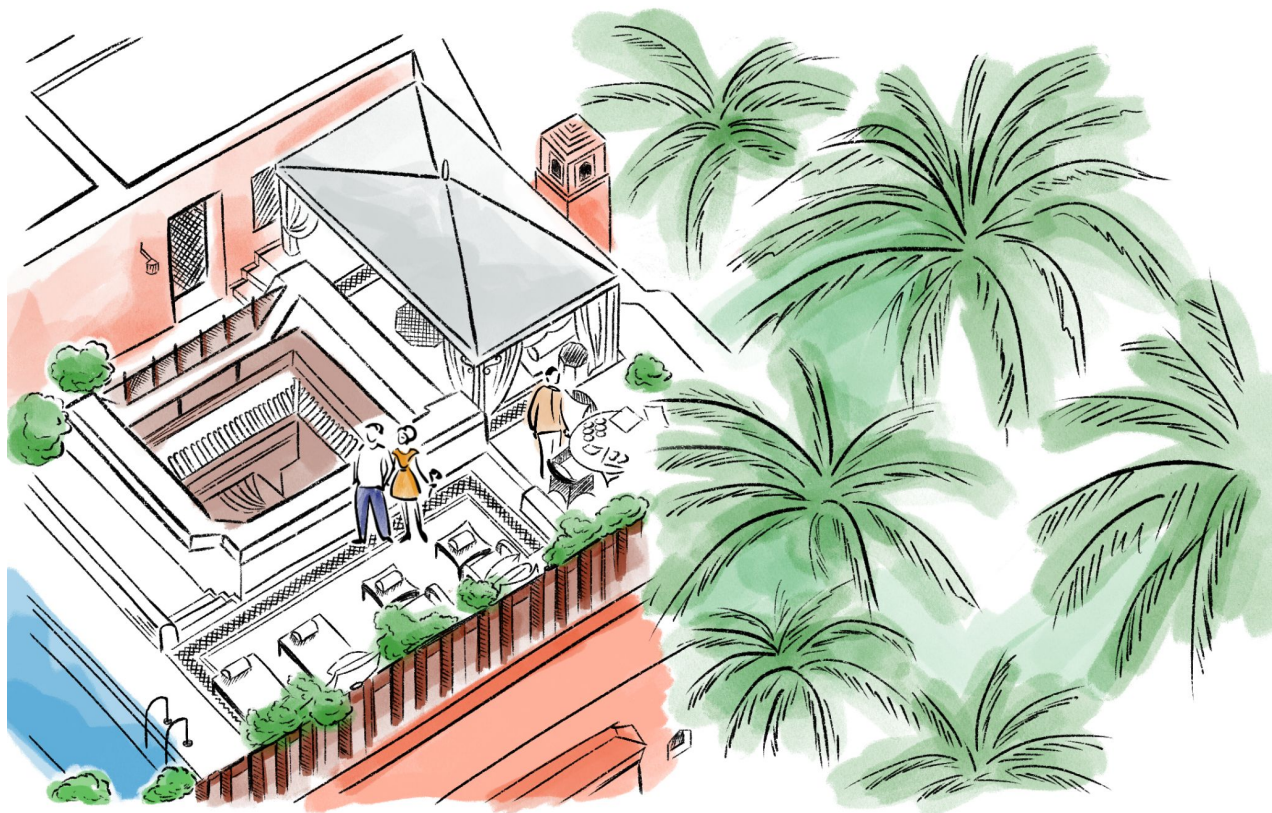
**ALICE IS NOT AN
OFF-THE-SHELF
SOLUTION. OUR
PLATFORM IS A
ADAPTABLE AND
USED IN UNIQUE
WAYS THAT CATER
TO EACH HOTEL'S
SPECIFIC IDENTITY.**

THE ROYAL MANSOUR

THE BOTTOMLINE

An exquisite guest experience is not complete without beautiful, seamless software.

ALICE was made for this.



ARE YOU EVALUATING YOUR HOTEL'S TECHNOLOGY?

LET US HELP YOU GET STARTED.

Actabl's integrated solutions include:

- **ProfitSword** business intelligence technology
- **Hotel Effectiveness** complete labor optimization
- **Alice** hotel operations management platform
- **Transcendent** asset management and CapEx

We look forward to speaking with you,

REQUEST A DEMO



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profitsword



hotel effectiveness



alice



transcendent