



Driving productivity and growth with the most advanced comp set data available



Aiming to continue expanding its network and customer base, but without proportionally increasing the headcount in distribution and revenue management, ZEN Rooms reached out to Fornova in order to optimize processes, introduce efficiencies and improve unit economics.

By introducing FornovaCI, Fornova's enterprise-grade Competitive Intelligence solution, across its international hotel network, ZEN properties can now continuously monitor all their competitor rates and their own visibility on OTA channels, adjust their pricing strategy accordingly if required, and ultimately increase their competitiveness and gain more bookings.

Because FornovaCI enables ZEN Rooms to customize the guest country of origin (Point of Sale) based on their source markets while rate shopping, each hotel can truly compare its rates with those that their potential guests are actually seeing wherever they are.

"We were able to test the tool, and we chose to work with Fornova because of its advanced technology and flexible approach, and due to the strong and friendly relationship we established with its customer success team" says Jorge Manas, Head of Revenue Management at ZEN Rooms.

"Fornova's reputation is that of a technology leader, but hoteliers should know their teams are very easy to deal with, they always listen to our requests and they are extremely adaptable to customer needs."

Jorge concludes: "FornovaCI allows us to be more efficient. We can now monitor all hotel prices from all the different online channels. As a result, we have increased our productivity by 15% since we partnered with Fornova."

About ZEN Rooms

ZEN Rooms is the first full-service budget and mid-range hospitality group in Southeast Asia, with more than 1,000 properties across Indonesia, Malaysia, Singapore, Thailand and the Philippines, where ZEN is already the #1 hotel chain by room count.

Its focus on customer experience has allowed ZEN Rooms to be the best-rated economy hotel franchise in Southeast Asia since 2017 on Booking.com.

Guests can book direct on ZEN Rooms' own online channel (zenrooms.com) and also through OTA partners.



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