INFRASPEAK + THE CHARMING CONCEPT

The Charming Concept: transforming short-term rental management with Infraspeak

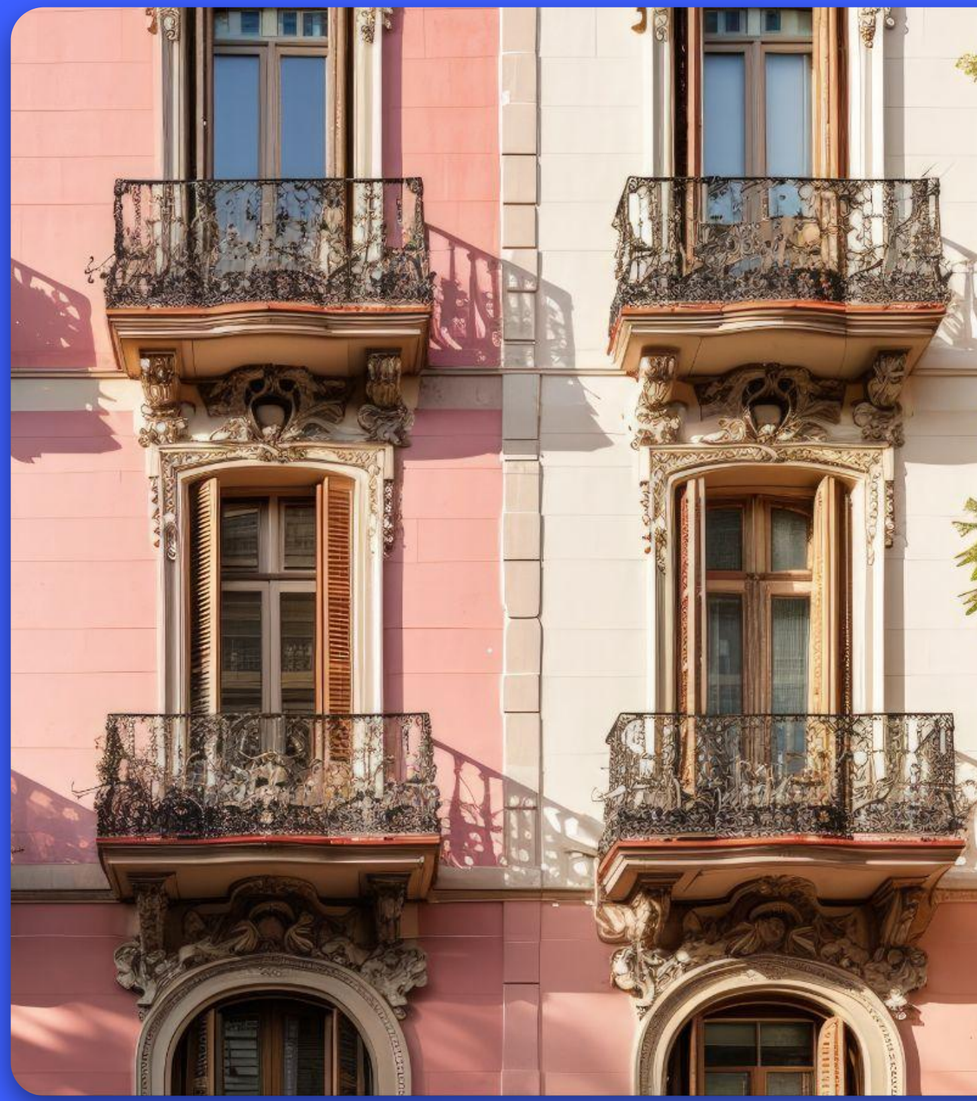
Company
The Charming Concept

Country
Spain

Implementation date
2023

Buildings
230+ apartments

Assets
1200+



About The Charming Concept

Founded in 2017, The Charming Concept manages over **230 touristic properties in Madrid**. With the growth of their portfolio, they identified the need for a tool that would enable them to maintain operational excellence, ensure control, and prevent delays and communication issues before they could negatively impact the guest experience and the trust of property owners.

Challenges before Infraspeak

As The Charming Concept expanded its operations, the importance of having a platform to optimise maintenance and cleaning became evident. With an increasing workload, data fragmentation and a lack of metrics made it difficult to track performance and resolve issues quickly. The absence of an integrated solution put their ability to continue delivering efficient, high-quality service at risk.

The Infraspeak solution

Infraspeak transformed operations by automating workflows, halving resolution times from **7 to 3.5** days. Centralised documentation provided transparency with owners, while preventive maintenance compliance reached **96%**, ensuring service consistency. Real-time updates and tailored training supported a mistake-free transition to digital processes.

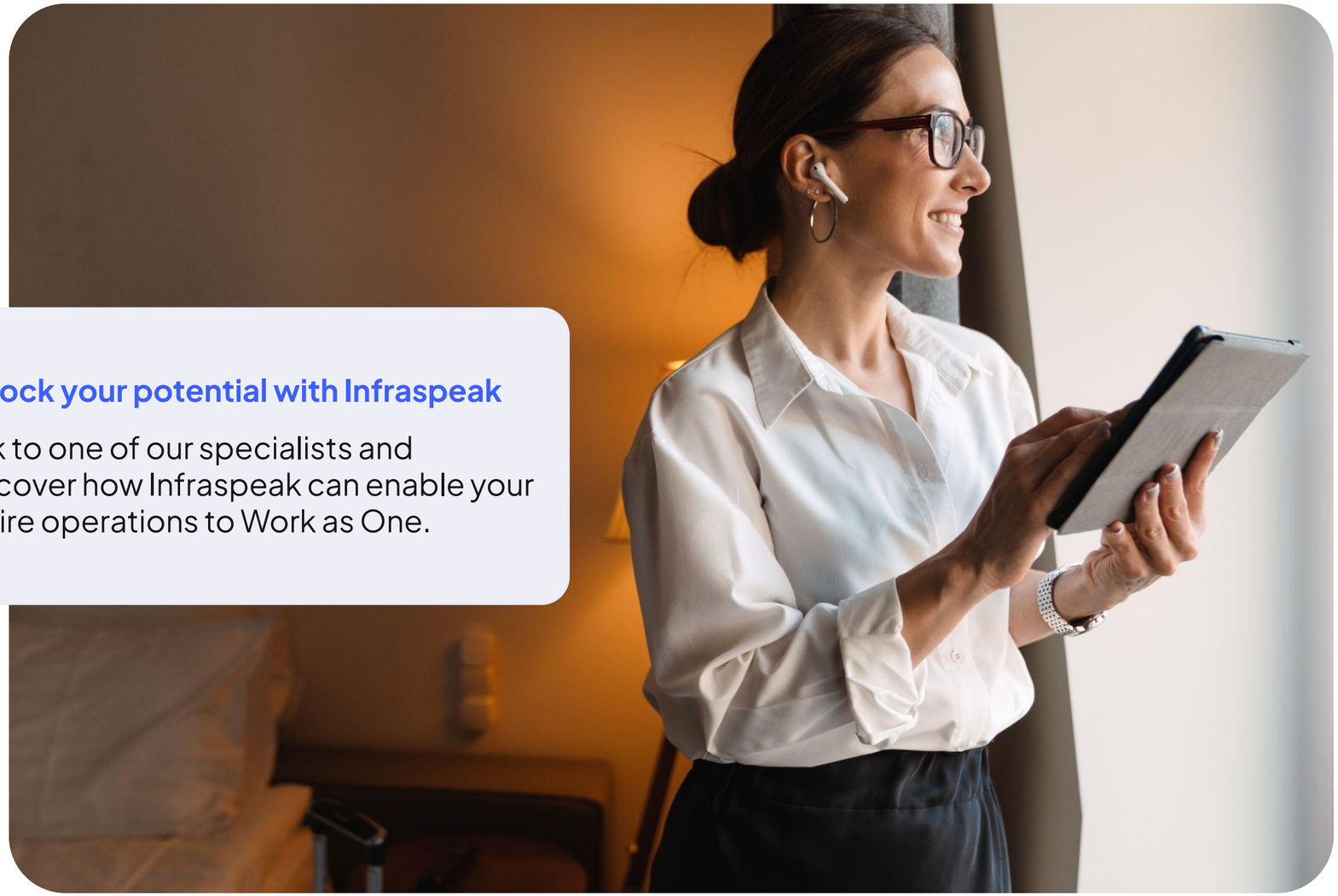
With Infraspeak, The Charming Concept completes **100%** of planned work orders on time, resolving nearly **6,000 tasks** with increased accuracy and efficiency. Transparency has bolstered owner trust and improved service quality has enhanced guest satisfaction. In parallel, revenue nearly doubled in Q1–Q3 2024 YoY.

> "This platform has already revolutionised how we work. We're excited to push boundaries even further."
>
> — **Nelson Arcos,** General Manager

Request a demo

Unlock your potential with Infraspeak

Talk to one of our specialists and discover how Infraspeak can enable your entire operations to Work as One.



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