



Red Sea Mall Enhances Tenant Experience & Operational Efficiency with CommercialCafe

Red Sea Mall wanted to deliver a seamless experience for its tenants. As part of its digital transformation, the team implemented CommercialCafe's tenant portal – aligned with Vision 2030's push for smart, service-driven destinations.

See how the mall improved efficiency, transparency, and tenant engagement with a single connected platform.

80% reduction in resolution time for maintenance requests

90% reduction in walk-ins and phone enquiries

30% reduction in tenant enquiries

80%+ of work requests digitised



"We're always looking for ways to improve how we support our tenants. By simplifying and connecting our processes, we've been able to respond faster, communicate more clearly, and create a more seamless day-to-day experience for everyone."

Luai Al-Najjar
CFO | Red Sea Mall



THE COMPANY

“Our values guide how we grow and how we welcome everyone who walks through our doors.”



**Commercial and
Retail Portfolio**



**Commercial portfolio:
165,933 square metres**



**Commercial Units:
678**

At Red Sea Mall, they think about people first. Every space, every service, and every experience is built around the way its visitors live, connect, and enjoy their time in Jeddah.

[Red Sea Mall](#) is one of Jeddah's leading retail

destinations, located in the northern suburb of Jeddah in the Kingdom of Saudi Arabia. It offers a diverse mix of shopping, dining and entertainment. With over 600 commercial units and more than 165,000 square metres of space, the mall serves as a major commercial hub for residents and visitors alike.



THE CHALLENGE

Prior to implementation, Red Sea Mall relied heavily on paper-based processes and disconnected spreadsheets to manage maintenance operations and tenant interactions. This manual approach created operational bottlenecks and limited visibility across teams.

In addition, facility teams were required to log maintenance requests manually, track progress offline, and calculate costs without real-time oversight. This resulted in delays, errors, and missed deadlines. Furthermore, managers did not have access to accurate performance data, which made it difficult to optimise workflows or control expenses.

Tenants also faced significant friction due to the absence of a digital self-service platform. They were unable to:

- Submit or track work permit requests online
- Access lease agreements or billing information on demand
- Enter monthly sales reports digitally

This lack of transparency led to slower response times, increased enquiries, and reduced tenant satisfaction, which impacted trust in property management services. The company needed a connected real estate platform to ensure a strong data foundation with a single source of truth.



THE SOLUTION



"Tenant satisfaction and retention can make or break a retail investment. By improving tenant satisfaction, we strengthen retention, support stable cash flow, and ultimately increase property value. With CommercialCafe, we can create a more connected, informed and responsive experience for our tenants while adding value for property owners."

Ahmed Mahboub

IT Application Manager | Red Sea Mall

Red Sea Mall implemented Yardi's tenant portal, CommercialCafe, to digitise operations and create a centralised platform for tenant engagement, communication, and service delivery.

The portal introduced self-service capabilities that streamlined processes for tenants, contractors, and management teams alike.

Key capabilities include:

Profile & Lease Management

Tenants can review and update company details, lease agreements, and occupancy information at any time.

Centralised Document Handling

Lease-related documents are securely stored and accessible in one location, improving organisation and compliance.

Digital Work Permit Requests

Tenants and contractors can submit work permits online, with automated approvals and email notifications improving coordination and site security.

Sales Data Entry

Retail tenants submit monthly sales figures digitally, enabling accurate turnover rent calculations for finance teams.

Communication & Engagement Tools

The portal provides direct communication channels with property management, access to Statements of Account (SOA), and visibility into mall events via an integrated calendar.



THE RESULTS



“CommercialCafe has transformed how we engage with our tenants. Requests are handled faster, communication is clearer, and both tenants and management now have better visibility into operations.”

Ahmed Mahboub
IT Application Manager | Red Sea Mall

Implementing Yardi’s technology has significantly improved operational efficiency and transparency across Red Sea Mall.

Maintenance workflows are now fully digitised, enabling real-time tracking of work permits and service requests, and over 80% of work requests are now submitted digitally, reducing response times and improving service efficiency.

With CommercialCafe, tenants receive automatic notifications when permits are approved or completed, ensuring clear communication and faster response times. Also, due to digitising processes Red Sea Mall has seen a significant reduction in response times. This has resulted in a 30% reduction in tenant enquiries thanks to improved transparency and document accessibility.



IMPROVED MAINTENANCE WORKFLOWS

Red Sea Mall has significantly improved its maintenance workflow with CommercialCafe. The platform not only enhances the efficiency of work permit management for both technical teams and staff but also fosters real-time communication with tenants – a feature that has received highly positive feedback.

Tenants value the visibility into the status of their work permit requests and the promptness of the company’s response. Once a work permit is completed, tenants automatically receive a notification along with the finalised permit, ensuring transparency and timely updates.



TENANT EXPERIENCE

Red Sea Mall has experienced a 90% reduction in walk-in/phone enquiries due to utilising a digital self-service with CommercialCafe. The user-friendly interface allows tenants to easily find the information they need, helping to save the teams' time and provide a better user experience..



ENHANCED OPERATIONS

From an operational standpoint, managers benefit from detailed insights into how long it takes to assign and complete work permits, while executives gain visibility into related maintenance costs, empowering better decision-making, improved resource planning, and more efficient operations across the property.



THE FUTURE OF TENANT ENGAGEMENT


As tenant expectations continue to evolve, Red Sea Mall views technology-driven service delivery as essential to maintaining competitiveness and asset performance.

By investing in digital tools like CommercialCafe, the organisation is creating a more responsive, transparent, and engaging environment for tenants, while delivering measurable operational benefits for key stakeholders.

Yardi's award-winning solutions are specifically designed for real estate management to help you be Energized for Tomorrow. See how we can help by getting in touch below.

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 | Energized for Tomorrow