



Press information

New look and enhanced options: Further increase the attractiveness of your hotel with Customer Alliance

Berlin, August 2014 - More direct bookings for your hotel - this is what Customer Alliance promises with its software solution Review Analytics. Customer Alliance is the market leader in the field of online review management for hotels in Germany.

By now, hoteliers further benefit from the review management software due to its improved product design. There are new advantages coming along with using Review Analytics for a hotel business: A simplified handling, improved visual appearance and new options for individualisation

The software design, the online certificate and the questionnaire has already been updated. Resultingly, the certificate can be displayed on all mobile devices as well as contents can be shared on social media networks.

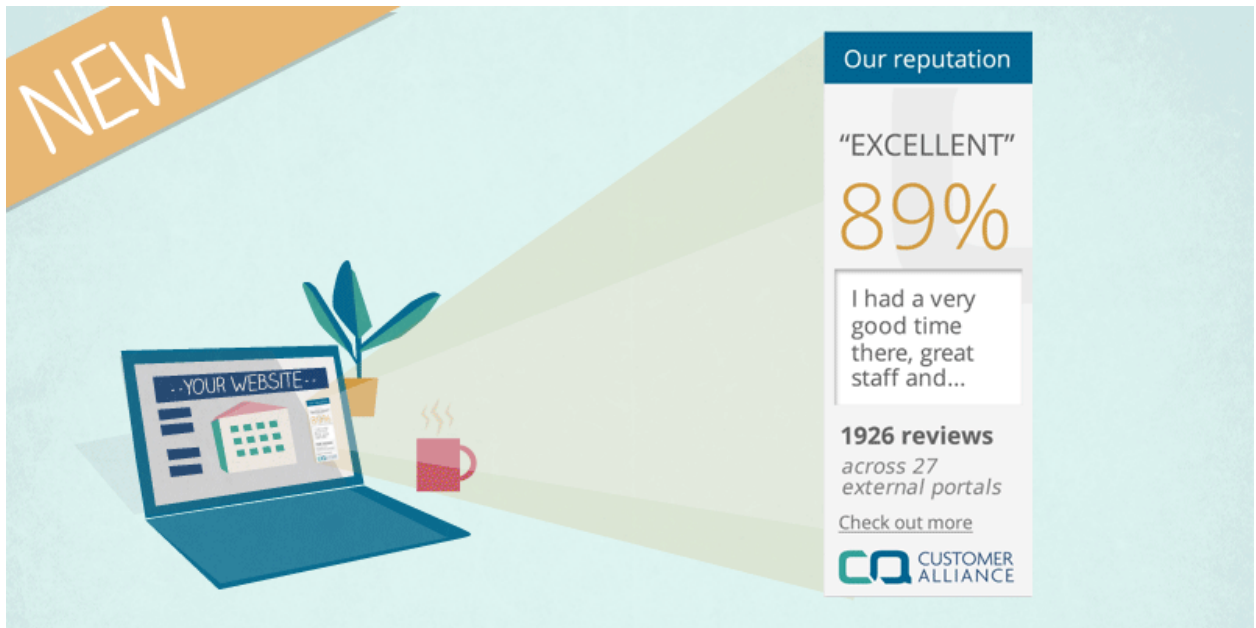
Highlight: The new widget design

As a final step, the new Customer Alliance quality sign (widget) makes an enhanced appearance. To the best advantage: Colour and size can now be adjusted individually. The quality sign (widget) will be integrated on our customer's hotel websites

displaying a reliable Customer Satisfaction Index.

It is directly linked to the individual Customer Alliance online certificate displaying only the own reviews within a high quality framework.

Thus, there is no referring to third party websites as commission based review- or booking portals, where you directly compete with your contestants.



View >> Our new widget design

The enhanced design makes up for a better optic still improving the appearance of hotel websites.

About us:

Customer Alliance – 360° Review Management for hotel business

More direct bookings and safety from fake reviews

With its software as a service Review Analytics, Customer Alliance provides a reliable 360° review management solution for the professional handling of online reviews. It gives hotels the opportunity to manage their online reviews and obtain important statistics for their quality management. Furthermore, the Price Analytics tool supports hotels in doing effective pricing by tracking competitors and forewarning hoteliers about severe changes on the business market. Since its inception in 2009, Customer Alliance was able to convince over 2500 hotels from 35 countries of their products and employs an international team of 60 people.

Our official partners are:

* IHA (German Hotel Association) <http://www.hotellerie.de/en>

* HSMA (Hospitality Sales & Marketing Association) <http://www.hsma.de/>

<http://www.customer-alliance.com>

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