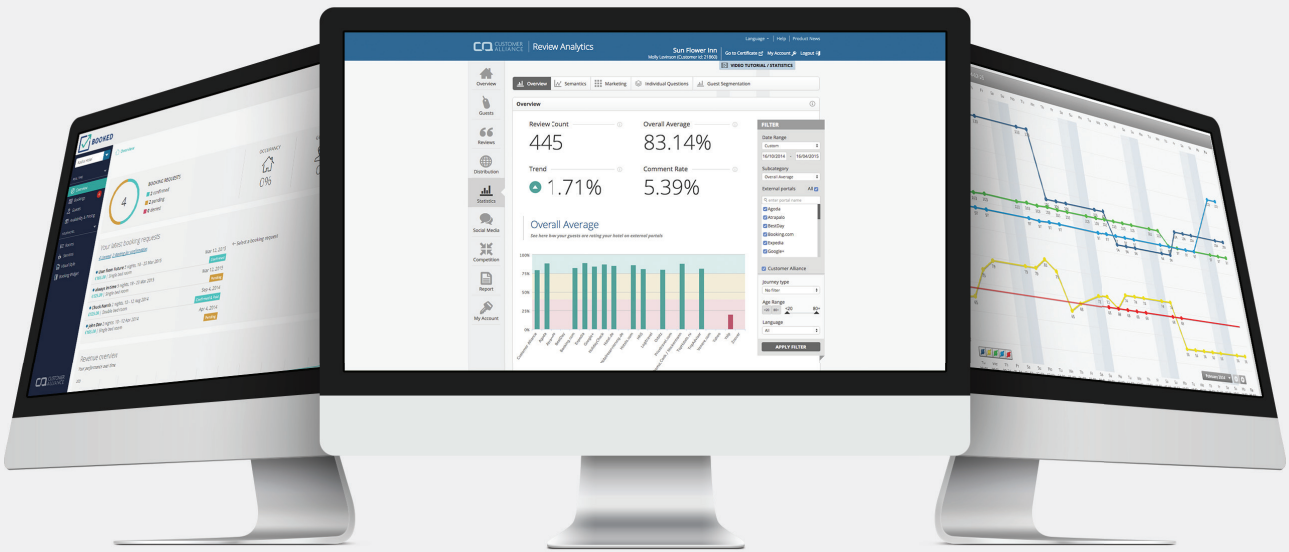




NICE
TO
MEET
YOU.

We are
Customer Alliance.



Customer Alliance is a Berlin-based company offering new technology and smart solutions for the hospitality industry. Within Germany, we are the market leader in the field of online review management. Since our official start in 2009, we have grown into a more than 90-person, multinational team with backgrounds across the global hospitality industry.

We serve thousands of customers in over 35 countries worldwide. Our goal is to help business owners manage and gain control of their customer relations and online reputation, to increase direct bookings, and become more independent from external commissions.

“Our software is designed to make business owners’ lives easier”

Torsten Sabel, Chief Operations Officer at Customer Alliance

Already in 35 countries and growing



We initially focused work within the German hospitality market. Today, we have opened departments concentrating on the French, Italian, Mexican, English, Austrian, Irish, Belgium, Spanish, Polish, Turkish and Nordic markets, and continue plans for further international expansion. With English as our main language of communication, we are already spreading our reach on a global scale.

RECOGNIZED BY OUR PARTNERS



We are the preferred partner of the *German Hotel Association (IHA)*, *Hospitality Sales and Marketing Association (HSMA Deutschland e.V.)*, *Austrian Federal Economic Chamber (AFEC)*, *Union métiers des industries de l'hôtellerie (UMIHACHATS, France)*, and *Nea Xenia Lab Italy*.

Our products



ABOUT *REVIEW ANALYTICS*

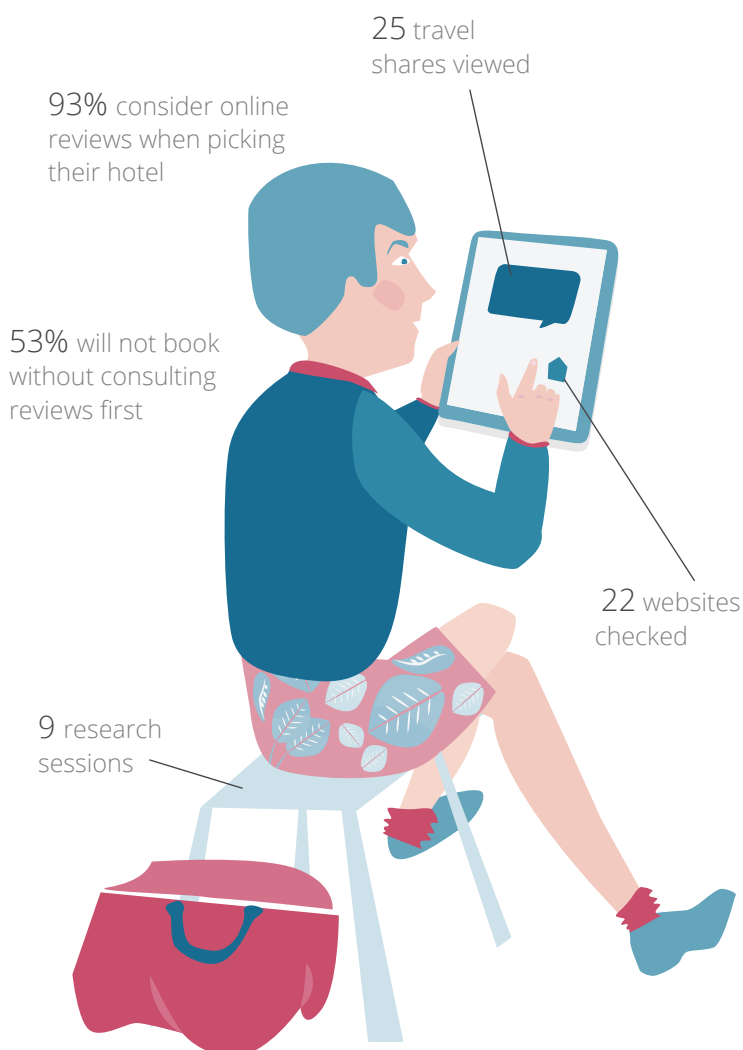
Review Analytics helps business owners better understand and manage their online reputation. Our software provides them tools to increase their visibility and build trust in their website; thus, attracting more customers, increasing conversion rates, and generating more direct bookings.

Our solution equips business owners with 360° reputation management, causing them to increase sales and commission-free bookings through their own distribution channels.



WHY REVIEW ANALYTICS

Recent studies and statistics highlight the ever-increasing relevance of review sites and online presence for the hospitality industry; which emphasizes that review management has never been a more integral aspect of hospitality marketing.



> Travelers increasingly share about their own trips online, developing online content and inspiring others. According *ShareThis's* 2014 travel study, 19% of travelers share travel content after a trip; and a traveler planning a trip clicks on average 25 travel shares before shares before making travel decisions.¹

> When selecting hotels, 93% of shoppers consider online reviews before booking a room.²

> 53% of those shoppers say they will not book without consulting reviews first.²

> The average traveler looks at 22 websites in about 9 sessions before booking.³

> A *Cornell University* study found that a shift in a single rating's point creates an 11% price difference in market shares.³

¹ ShareThis Travel Study (ShareThis), 2014
<http://www.sharethis.com/learn/knowledge-center/research-2/travelers-sharing-critical-component-research-planning/#sthash.N7AukXCo.dpbs>

² Insights to Global consumers Travel interests in 2014 – TripBarometer Insights (TripAdvisor)
http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/tripadvisor_presentation_joel_fisher_ph_may_2014.pdf

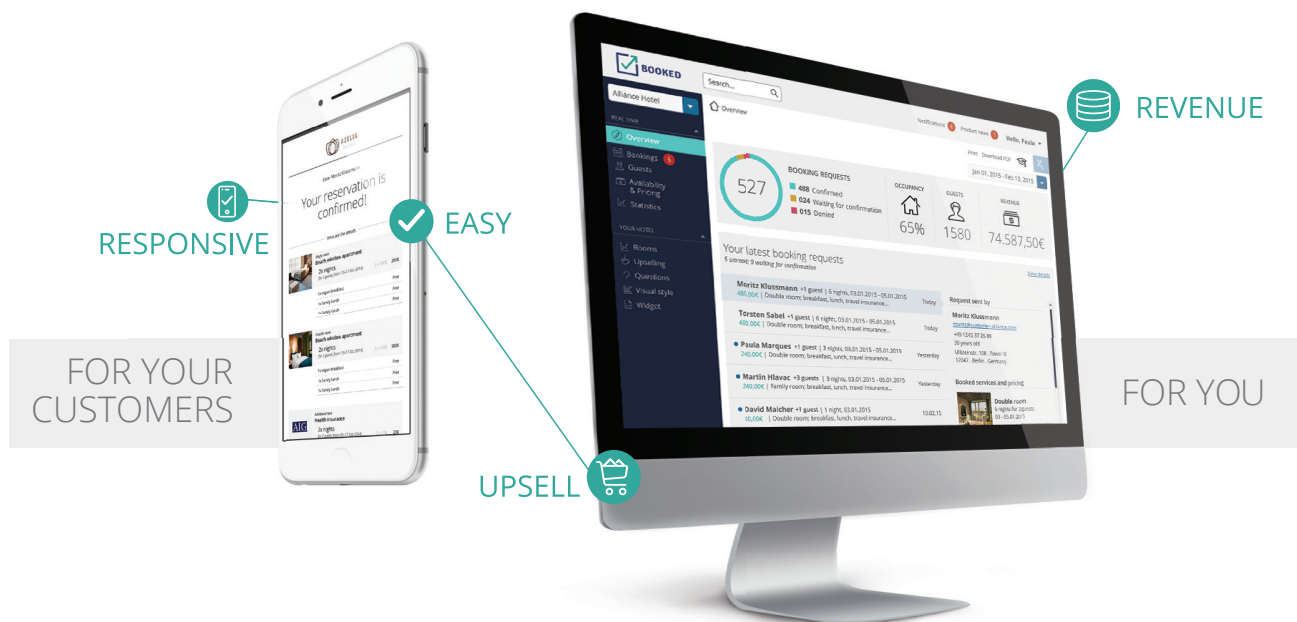
³ The Impact of Social Media on Lodging Performance: Cornell University, Chris Anderson Ph.D.



ABOUT *BOOKED*

Booked is the Customer Alliance booking engine, designed to be simple and responsive both for business owners and their customers. With their Booking Widget integrated into their website, business owners more easily convert website

visits into bookings, upsell services, and decrease commissions. They effortlessly manage their reservations, prices and availabilities, as well as, analyze their bookings – putting them in control of their bookings and increasing their revenue.



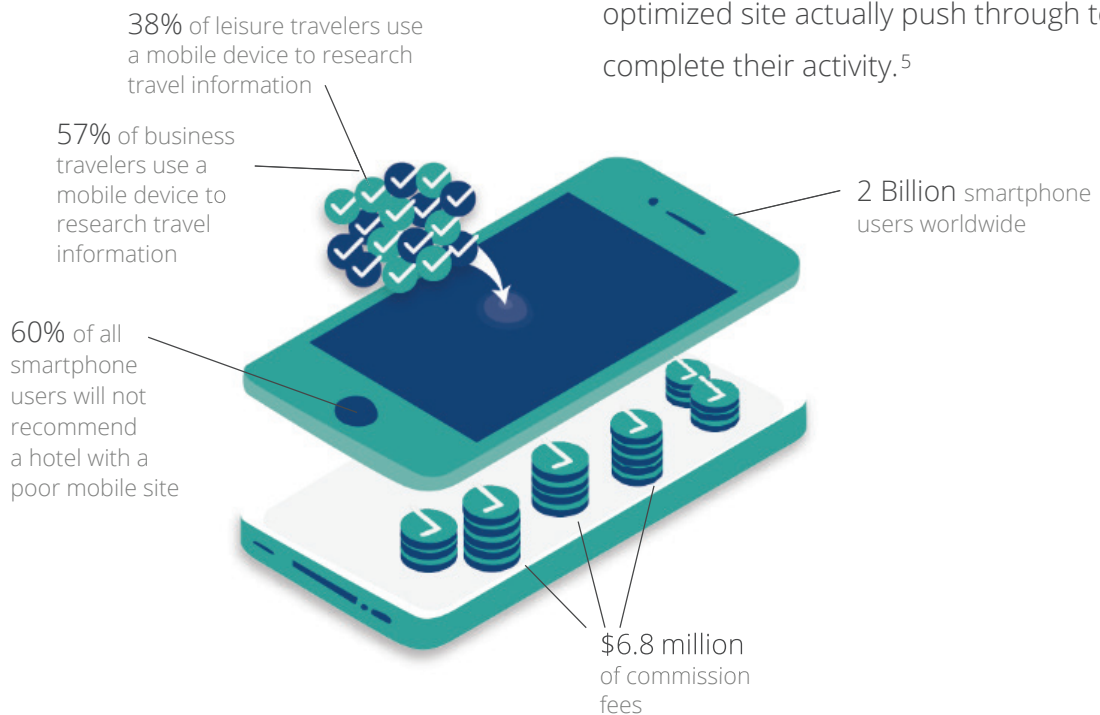
WHY BOOKED

Commission rates from third party portals are constantly rising. Finding ways for more direct bookings is a priority for hoteliers. The following statistics highlight how necessary it is for hotels to have their own, responsive booking engine:

> In 2014, the Priceline Group (made up of Priceline, Booking.com, Agoda, KAYAK, rentalcars.com, and OpenTable) made a staggering \$8.4 billion revenue, with the group's most successful acquisition, Booking.com, accounting for more than two-thirds of total revenue. ⁴

> At all stages of the booking process, being mobile is critical and influences booking decisions. While smartphones are used throughout the travel process – by 67% of leisure travelers and 78% of business travelers – nearly half of those who use their smartphone ultimately book through another method/device. ⁵

This relates to the fact that 83% of leisure travelers have encountered a travel site that was not optimized or mobile-friendly. Only 23% of those who encounter a non-mobile-optimized site actually push through to complete their activity. ⁵



⁴ Priceline Beats On Profit And Revenue, Boosted By 38.8% Increase In Bookings (Forbes)
<http://www.forbes.com/sites/maggiemcgrath/2014/02/20/priceline-beats-on-profit-and-revenue-boosted-by-38-8-increase-in-bookings/>

⁵ Travel Statistics for Tour Operators
<https://www.rezdy.com/resource/travel-statistics-for-tour-operators/>

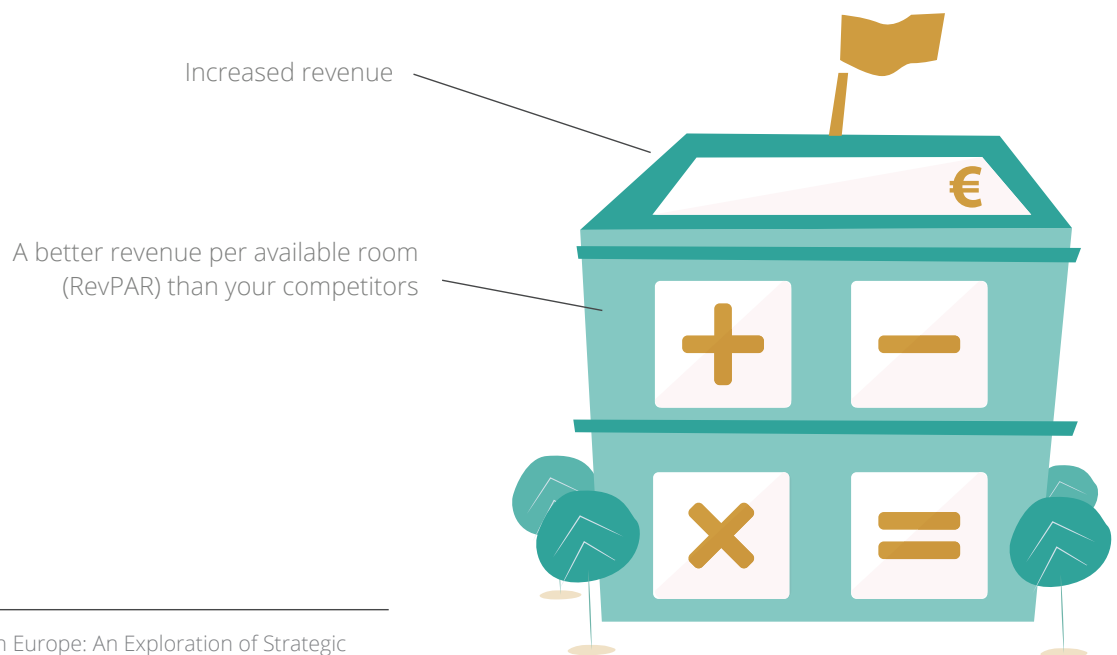
WHY PRICE ANALYTICS

After all, what is the use of hotels clear strategies regarding online reputation and direct bookings if customers don't end up booking because of high prices? As recent studies reveal, the overall focus on pricing strategy is vital to managers increasing their firm's performance, driving higher revenue, and staying ahead of the competition.

> A ten-year study of pricing and revenues in over 4,000 European hotels, published by the *Center for Hospitality Research (CHR)*, found hotels maintaining average daily room rates (ADR) somewhat higher

than the hotels in their competitive set recorded consistently higher revenue per available room (RevPAR).⁶

> The study further reveals offering a lower price than your competition does not necessarily increase your RevPAR. Hotels offering prices lower than their competitive set had a higher relative occupancy, but that did not make up for the relatively lower ADR and they ended up with a RevPAR lower than their competitors.⁷



⁶ Competitive Hotel Pricing in Europe: An Exploration of Strategic Positioning: <https://www.hotelschool.cornell.edu/chr/pdf/showpdf/4539/chr/research/enzcaninavanderrest.pdf>

⁷ Competitive Hotel Pricing in Europe: An Exploration of Strategic Positioning: <https://www.hotelschool.cornell.edu/chr/pdf/showpdf/4539/chr/research/enzcaninavanderrest.pdf>

About the Founders

Torsten Sabel and Moritz Klussmann founded Customer Alliance in 2009, combining Torsten's hotel management experience and Moritz's software development expertise to provide smart software solutions to hotels in Europe and across the globe.

"We don't think of ourselves as a software company"
says our COO Torsten Sabel. *"We're consultants first, and we provide a solution to make hoteliers' lives easier."*



MORITZ
KLUSSMANN

Our Co-founder and CEO Moritz Klussmann **has been programming since the age of 15**, when he first created his own programming company. With a degree in Business Computer Science from Berlin's *Humboldt University*, he went on to work in portfolio management at *Deutsche Bank*, in Singapore and Frankfurt. Upon his return to Berlin, he founded a full service internet agency, *Netspire GmbH*, before meeting up with Torsten and starting Customer Alliance. He now comes to us with **more than 10 years of IT experience**.



TORSTEN
SABEL

Our Co-founder and COO Torsten Sabel comes to the field with **extensive experience in the hospitality industry**. Having started working in hotels at the age of 15 as front office, he soon worked his way to more managerial positions. In Maastricht, he obtained his Bachelors of Business Administration with a focus on Hotel Management, all the while continuing to gain practical experience alongside his studies. Having worked with such recognized industry giants as *Accor* and *Bilderberg* hotels, he also began to focus more on **reputation and hotel branding** through his work with the hotel marketing representation company *Design Hotels™*. He continues this work with hotel reputations today, here at Customer Alliance.

Get in touch.

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