



Press information

For immediate release

Announcing the new Customer Alliance *Control Panel* - all the tools for managing your online reviews, pricing, and bookings in one solution

April 2016, Berlin. Customer Alliance - experts in the field of online review management – is now announcing its new product package, Customer Alliance *Control Panel*.



With the new *Control Panel*, Customer Alliance offers businesses the chance to combine all three of their tools – *Review Analytics*, *Price Analytics* and *Booked* – into a complete and easy solution for managing their online presence. This three-product combination helps businesses obtain the reputation, pricing, and easy booking options necessary to **attract guests** to their website and **secure direct bookings**.



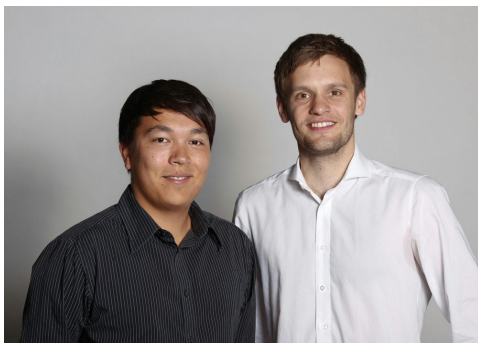
CA Customer Alliance GmbH
info@customer-alliance.com
www.customer-alliance.com

Ullsteinstr. 118 Turm B
12109 Berlin, Deutschland
+49 30 762 89 00-0

“In our experience of working with the hospitality industry, we’ve found a great need for tools that would complement the traditional hotel PMS systems. Those are certainly necessary for managing the day to day business, but in our digital age, a successful hotel needs to manage more than that. You need to have some control over your online presence as well, and that can take a lot of time. That’s why we’ve created *Control Panel* – to make hoteliers’ lives easier, all the while ensuring a better online reputation and more direct bookings!” – Torsten Sabel, COO and co-founder of Customer Alliance.

Find out more about Customer Alliance and their [solutions](#) through a [free demo](#) with one of their consultants!

About the company



Since 2009, Customer Alliance has been supporting hotels in improving their online reputation and generate more direct bookings. With its products *Review Analytics*, *Booked*, and *Price Analytics*, Customer Alliance provides reliable 360° hospitality management solutions, both managing reviews and bookings by providing hoteliers with essential statistics without the intensive time investment.

Within Germany, Customer Alliance is the market leader in the field of online review management for hotels. Since it’s foundation in 2009, thousands of hotels from over 35 countries trust in the company’s software solutions. Their international team consists of 90 multinational employees from backgrounds across the global hospitality and tourism industry. Customer Alliance knows the workaday challenges within the industry, and its primary objective is providing a service that helps the hotelier save time and, ultimately, increase revenue.

Press Contact:

Nora Köstler

PR & DACH Marketing Manager

Ullsteinstr. 118 Tower B | 12109 Berlin

Telefon: +49 30 762 89 00-0

E-Mail: nko@customer-alliance.com