



Press information

For immediate release

Customer Alliance launches their product redesign and single login function!



Berlin, 18/02/2016 - Over the past year, Customer Alliance launched their *Control Panel* package combining the benefits of their solutions into one, efficient package. As part of this package, their design and development teams worked to **redesign their products with a fresh, cohesive look**. Their product enhancements have made their solutions readily available from any device (mobile, tablet, desktop, etc.) and through a single login.

In an effort to reduce the workload on hoteliers and improve their efficiency, they can **access their solutions – *Review Analytics* and *Booked* – with one set of credentials**.



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Furthermore, they removed all user restrictions for both products allowing hoteliers to create an unlimited number of credentials for better collaboration within each solution. Now, multiple users can access the products with their unique credentials.

The **redesign and single login were conducted with the user in mind**. The solutions are now faster than ever, meaning you are now faster than ever. **Control over your online reputation and bookings are, literally, at your fingertips.**

About the company

Customer Alliance- Your Partner for 360° Review Management

Since 2009, Customer Alliance has been supporting hotels in improving their online reputation by generating reviews and applying them efficiently through its product Review Analytics. In 2015 Customer Alliance released its internet booking engine, Booked, for increased direct bookings through a sleek, responsive booking engine.

For the past 7 years, thousands of worldwide businesses across the hospitality industry trust in Customer Alliance's software solutions for gaining control of their reputation, revenue, and bookings. With an international team collected from within the hospitality industry, Customer Alliance knows the workaday challenges within the industry, and its primary objective is to provide a service that helps the hotelier save time and, ultimately, increase their revenue.

Awards:

- Official Partner of the German Hotel Association (IHA) for review management
- Partner of the Austrian Federal Economic Chamber (WKÖ)
- Winner of the German Silicon Valley Accelerator
- 2nd place of the VIR Online Competition within the "Startup" category

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