



Press Release – for immediate release

Improved HolidayCheck recommendation rate with Customer Alliance – Review management turns German hotel's online reputation around.

A successful reputation turnaround: with the help of some well-focused review management, German Hotel Molitors Mühle has successfully scaled the HolidayCheck latter. Starting with a low guest satisfaction rate of less than 60%, they've successfully improved that score and gained visibility on the portal. Today, they have reached a rating of 90%. To find out more about how this is possible, meet Customer Alliance at ITB Berlin, the world's leading travel trade-show, this March 4th through 8th.

Berlin, February 2015 – Today, the fear of bad reviews leads many hoteliers to avoid dealing with them. Yet the fact is that – particularly for hoteliers with a bad online reputation – it is only by being proactive about handling those reviews that one will see any real and lasting changes. The solution to a bad online reputation is quite simply review management.

Customer Alliance is one of Europe's leading companies for review management. With over 3000 hotels as customers worldwide, they've seen exactly what kind of results you can generate by taking control of your online reputation. Hotel Molitors Mühle represents a great example of this, having improved its recommendation rating of 59% to 84% within 4 months of beginning to work on its online reputation. Since then, the hotel has managed to maintain a steady 91%.

Angelina Mitterle, Customer Alliance Country Manager for Germany, Austria and Switzerland, has some basic advice for hotels hoping to improve their ratings.

Primarily, she recommends that hotels always publish their reviews, whether they be negative or positive.

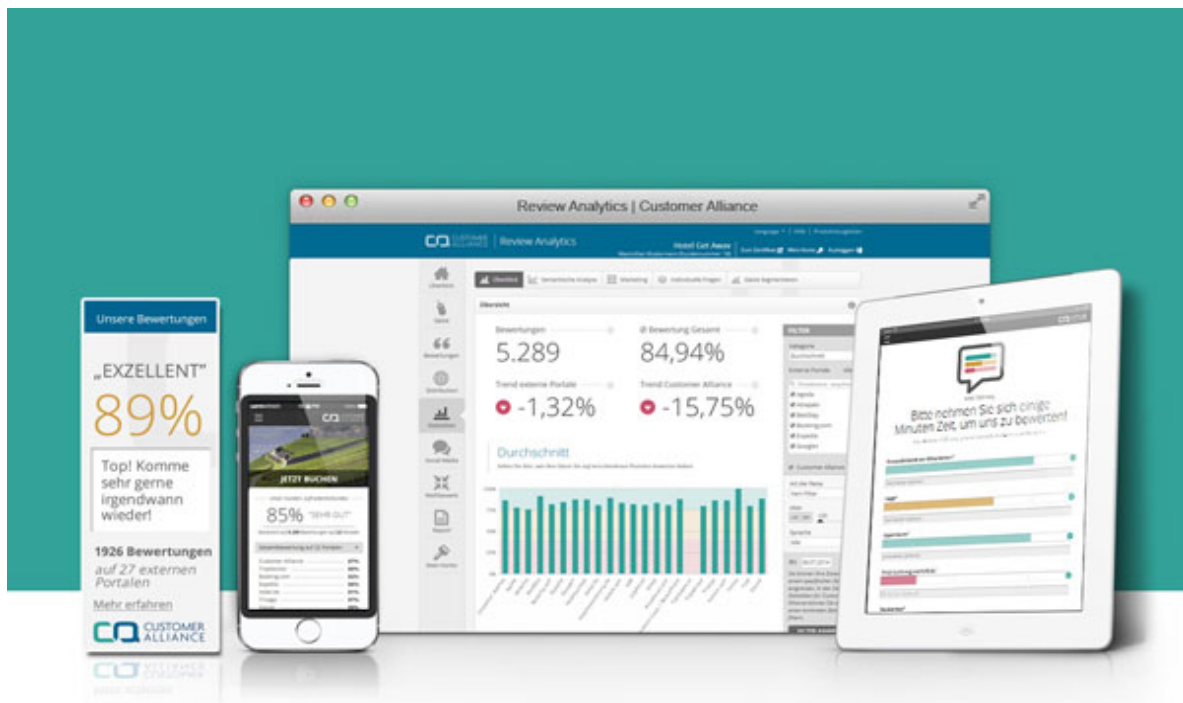
“Criticism should be considered an opportunity for improvement, and be used for a long-term marketing strategy.” She explains. “Sure, publishing positive reviews on one’s website might work for a short-term marketing strategy. But do you think guests will want to book again if what they find during their stay is completely different from what was advertised? An honest approach and conversation is always more likely to get guests to book again.”

Customer Alliance will once again be attending ITB this year, from March 4th through 8th. They will be presenting their industry solutions and review management software *Review Analytics*, as well as giving advice for increasing guest satisfaction, improving your online reputation and promoting visibility. Their consultants will be there to explain exactly how these things can help hoteliers get more revenue, with lasting results.

To guarantee a personal consultation at ITB, pre-register via their website:

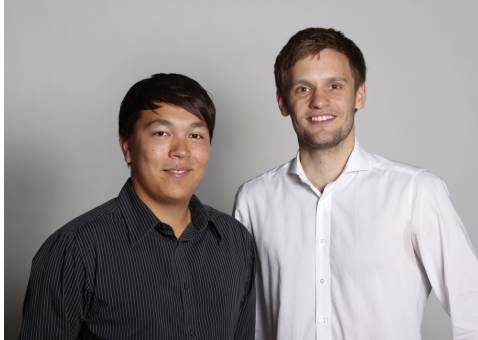
<http://www.customer-alliance.com/en/events/meet-us-at-itb-berlin-2015/>

You can also read more details of the [Hotel Molitors Mühle](#) case study.



About the company

Customer Alliance is a young, Berlin-based company offering smart solutions for hotels. Customer Alliance's *Review Analytics* is the official tool of the German Hotel Association (IHA) for hotel reputation management. More than 3.000 hotels in 35 countries are already improving their workflow with the 360° reputation management software.



Review Analytics helps hoteliers get more authentic reviews to improve their online reputation. Hoteliers can keep track of their reputation and visibility, as well as more effectively increase their sales by generating commission-free bookings through their own channels.

Since officially starting in 2009, the fast-growing company has become a 70-person international team composed of members coming from various backgrounds in the tourism & hospitality industry.

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