



Press Release - for immediate release

## Customer Alliance attending the e-tourism conference “Voyage en Multimédia”, in Saint-Raphaël, France

**Berlin, January 2015** - This february 5th and 6th, the 6th edition of the e-tourism conference **Voyage en Multimédia** is taking place in **Saint-Raphaël, France**. The conference VEM6 brings together professionals from the tourism industry and the sector of new technologies for the latest in e-tourism developments and progress. With 30 workshops, 70 participating companies, and 1200 visitors, it is both an opportunity for industry exchanges and an opportunity for discovery and information on the growing sector of e-tourism.

**Customer Alliance**, as one of the leading companies on the European market for review and online reputation management, will be attending, in the **Chapiteau, booth n°16**. The company will be presenting business owners with information concerning the role of their online reputation and how it can impact their sales results.

“We are looking forward to returning to this event,” says Zoé Garnier, their Assistant Director for French sales. “It is an opportunity for us to present our industry solutions, of course, but also to assess the direction in which the market seems to be



evolving, as well as current concerns and demand. This is vital to us, as we are always



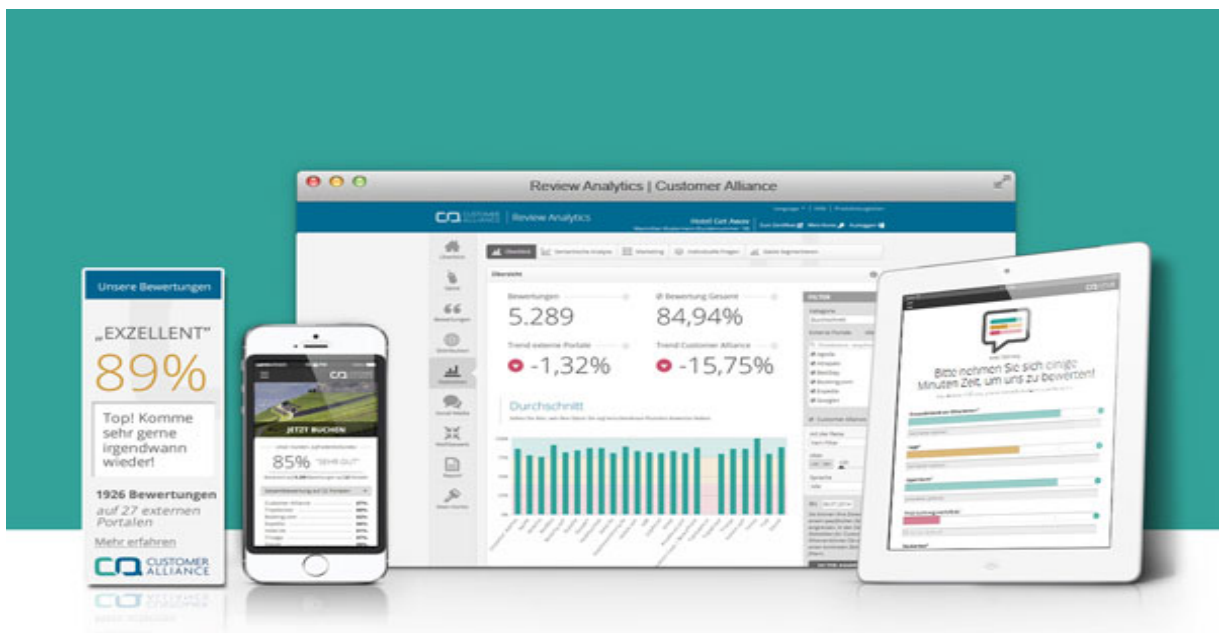
CA Customer Alliance GmbH  
[info@customer-alliance.com](mailto:info@customer-alliance.com)  
[www.customer-alliance.com](http://www.customer-alliance.com)

Ullsteinstr. 118 Tower B  
12109 Berlin, Germany  
+49 30 762 89 00-0

looking to improve our product. Our software is in constant evolution, to keep pace with the constantly evolving state of technology and provide solutions to the new challenges industry professionals might be faced with. In response to the increasing use of smartphones and ipads, for instance, we've recently adapted our questionnaire to be responsive, so that guests can leave their feedback from any device. Our widget, which presents a hotel's guest reviews on its website, is also customizable, in response to our customers' requests."

Zoé Garnier and Jérémy Guillot will be conducting personal consultations and presenting the company's industry solutions and product, *Review Analytics*. The software helps hoteliers manage their online reputation and reviews with a systematized collection, distribution, integration and analysis of their online reviews, helping them increase and improve their online visibility and maximize their revenue. Visit their website to make an appointment:

<http://www.customer-alliance.com/en/events/meet-us-at-voyage-en-multimedia-6-le-s-alon-e-tourism/>

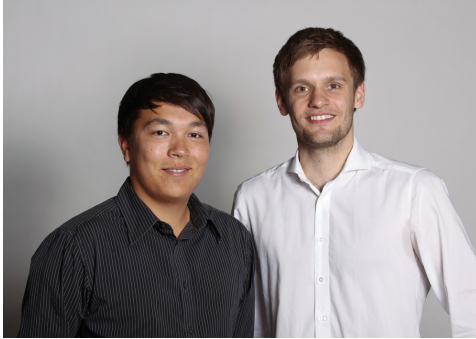


CA Customer Alliance GmbH  
[info@customer-alliance.com](mailto:info@customer-alliance.com)  
[www.customer-alliance.com](http://www.customer-alliance.com)

Ullsteinstr. 118 Tower B  
12109 Berlin, Germany  
+49 30 762 89 00-0

## 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 3000 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 how they are doing in relation to their competitors, 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 & hotel industry.

### Contact:

#### **Roxane Le Corre**

PR & Marketing Assistant

Ullsteinstr. 118 Tower B | 12109 Berlin

E-Mail: [clb@customeralliance.com](mailto:clb@customeralliance.com)



CA Customer Alliance GmbH  
[info@customer-alliance.com](mailto:info@customer-alliance.com)  
[www.customer-alliance.com](http://www.customer-alliance.com)

Ullsteinstr. 118 Tower B  
12109 Berlin, Germany  
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