



Press release

Customer Alliance offers Pre-Registration Special Deal for Equip'Hotel 2014

Berlin, November 2014 - The trade fair Equip'Hotel will open its doors from **Sunday 16th until Thursday 20th of November**, presenting a great variety of goods and services from and to more than 100.000 professionals within hospitality business. As a source of inspiration, a driving force for professional networking and a perfect place to decipher trends, Equip'Hotel is a think tank for the hospitality and catering industry.

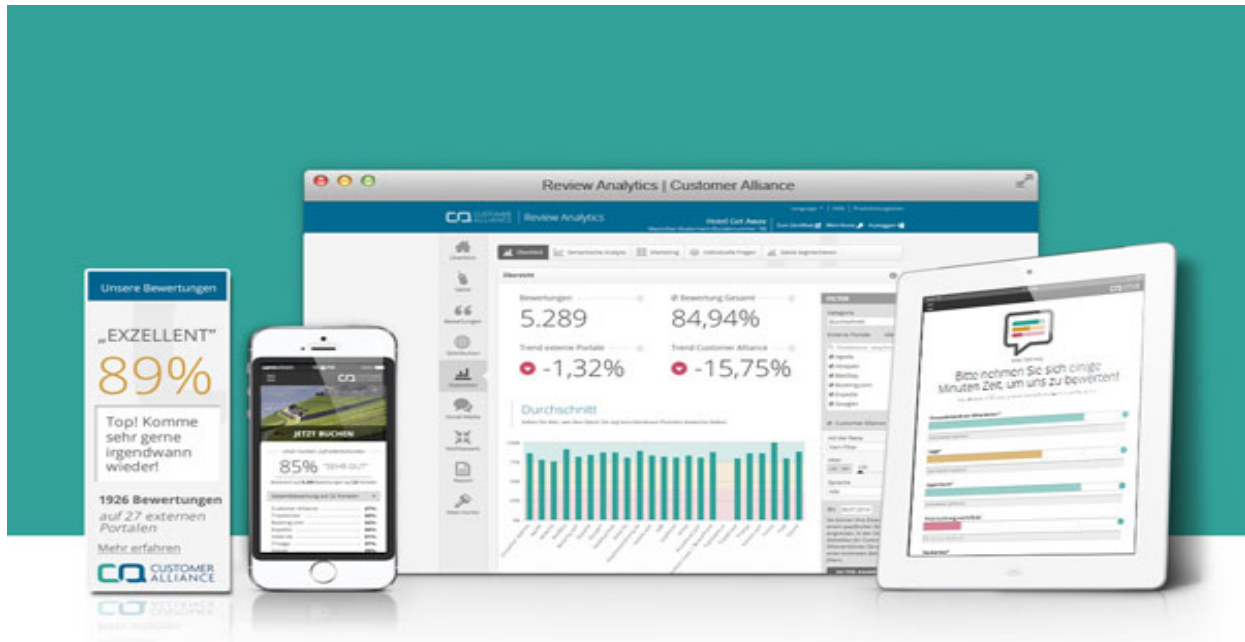
Customer Alliance, one of the leading **Reputation Management** companies on the European Hospitality market will attend the event and will be located **Hall 2.2 Booth G14**. They will give hotel and restaurant owners the opportunity to learn about the importance of reputation management on their business results.

They will offer a **trade fair premium deal**: any hotel or restaurant owner who pre-registers for an appointment on the fair would get a special offer on his yearly contract. An appointment can be made via their website: <http://www.customer-alliance.com/en/events/equiphotel-2014-paris>

About the company

Customer Alliance - Your Partner for 360° Review Management

Since 2009, Customer Alliance supports hotels in generating reviews and in using them the most efficient way. With its product Review Analytics, Customer Alliance provides a reliable 360° Review Management solution for the professional handling of online reviews. It manages hoteliers reviews and provides them with essential statistics without intensive time investment. Just an example of this is the ability to distribute reviews everywhere by automatically inviting guests to write feedbacks on external portals.



Within Germany, Customer Alliance is the market leader in the field of Online Review Management for hotels. Since the formation of the company in 2009, more than 3000 hotels from more than 35 countries trust in the software solutions of Customer Alliance.

The international team with more than 70 employees acquired deep knowledge about tourism and hospitality industry, which is based on extensive experience over many years. As Customer Alliance knows the workaday challenges within the hotel business, its priority objective is to save time and money for hoteliers.

Awards:

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

Press Contact:

Chloë Le Bian

Content Editor

Ullsteinstr. 118 Tower B | 12109 Berlin

E-Mail: clb@customeralliance.com