



Press release

Insights into future hotel technology

Customer Alliance launches educational program with European hotel management universities - Invitations for cooperations

Berlin, December 2014 - A bad online reputation will harm any successful business in the long run. Considering the growing importance of hotel reviews in a guest's decision-making process, this is particularly relevant within the hotel industry.

Since 2009, Customer Alliance offers its software product *Review Analytics*, designed for hoteliers to help them effectively manage and improve their online reputation. It provides a reliable 360° review management and is considered the official industry solution.

"Our invitation to leading hotel management universities and academies is a one-of-a-kind cooperation to study future hospitality software and to encourage know-how transfer for better solutions," Thorsten Sabel, Chief Operating Officer of Customer Alliance, said.



Professors and students of hotel management academies will have the opportunity to become acquainted with the software solution already being used successfully by more than 3000 hotels globally.

The cooperation offers:

- Unlimited access to the Europe-wide leading online reputation software *Review Analytics*
- Technical support by specialised lectures
- Support at research activities, such as data acquisition
- A career-partnership and job exchange



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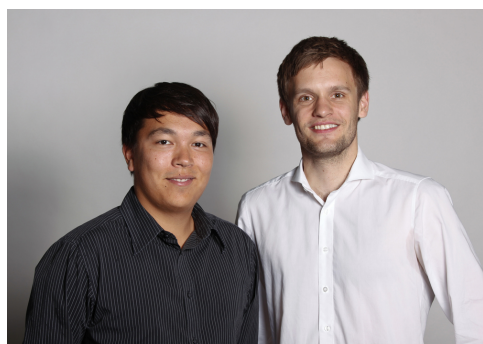


For detailed information and registration:

<http://www.customer-alliance.com/en/university-program/>

About the company

Customer Alliance is a young, Berlin-based company offering smart cloudbased 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 distribution 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.

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