



Press information

For immediate release

Meet Customer Alliance at the ITB Berlin 2016

Berlin, 18/02/2016 - Once again, Customer Alliance will participate in the ITB Berlin– the world’s leading travel trade show! At the trade show, learn about Customer Alliance’s newest offer, *Control Panel*, which combines their current solutions for reputation, booking, and pricing management into a single package. This combination helps hoteliers and business owners attract customers to their website and secure direct bookings through their easy, responsive booking engine. Each product targets specific processes, which consume much of hoteliers and business owners time, then streamlines these processes allowing them to focus on their customers and business. *Review Analytics* improves the efficiency and effectiveness of online reputation management by gathering information across review portals into one solution. At the same time, *Booked* is a responsive, easy-to-use booking engine and increases conversion rates directly on a website. Combining these solutions with their third solution, *Price Analytics*, puts you in the driver seat when it comes to pricing management and keeping up with the competition. Through Customer Alliance *Control Panel* you regain control of your business and online reputation. Customer Alliance transforms the way you approach reputation, pricing, and booking management.

Meet their team at the Customer Alliance booth **March 9th through 13th in Hall 8.1, stand 137** and learn more about their time saving and revenue generating solutions!

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. With its product *Review Analytics*, Customer Alliance provides a reliable 360° review management solution, both managing reviews and providing hoteliers with essential statistics without intensive time investment. The past year Customer Alliance added its simple and responsive direct booking engine, *Booked*; which helps business owners more easily convert website visits into bookings, upsell services, and decrease commission costs.

Within Germany, Customer Alliance is the market leader in the field of online review management for hotels. Since its foundation in 2009, thousands of hotels from over 35 countries trust in the company's software solutions. Their international team consists of 90 multinational employees from backgrounds across the global hospitality and tourism industry. Customer Alliance knows the workaday challenges within the industry, and its primary objective is providing a service that helps the hotelier save time and, ultimately, increase 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

Press Contact:

Press at Customer Alliance

Ullsteinstr. 118 Tower B | 12109 Berlin

Telefon: +49 30 762 89 00-0

E-Mail: press@customeralliance.com