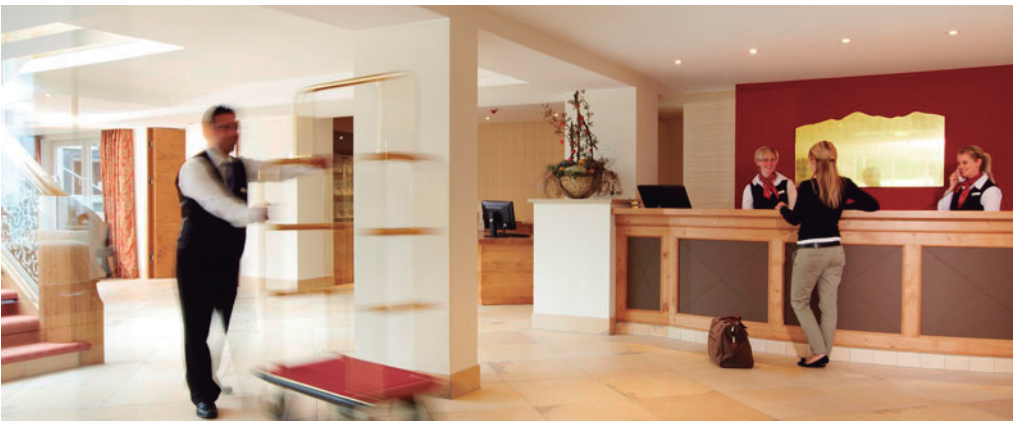


CASE STUDY



Hotel Deimann

The "Romantik- und Wellnesshotel Deimann" is successfully using Customer Alliance's review management system since August 2011.

In the traditional house with its more than 100 years of hospitality experience guest comments are taken very seriously. In particular, the importance of the generation and management of reviews on the Internet has been recognized and is addressed systematically.

Meanwhile, more than 6,000 guests were invited via email to give a feedback. With a return rate of about 35 percent, the hotel gets a very good overview of the actual opinion of its guests.

Place
Schmallenberg

Hoteltype
Hotel Cooperation

Website
www.deimann.de

Rooms
74

Clicks on the widget

27.676

Reviews

1.497

Direct booking inquiries

490

Savings on commissions

37.419 €

Monetary value
of direct bookings

***249.459 €**

Results refer to the period from August 2011 to June 2013

** This data is based on the average room price of 155.20€, with an average stay of 3.28 days.*

*** Commission savings figures are based on an average commission rate of 15% paid to external portals.*





*"The review management system of Customer Alliance has given us the opportunity to get real guests reviews which we can use efficiently to improve **our online marketing** by publishing them on our website. We've found that these reviews have led to more direct bookings, giving us more independence from external portals."*

Rolf Gnacke
General Manager



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