CASE STUDY

Hotel Residenz

Dusseldorf - the trade fair city and the state capital of North Rhine-Westphalia is one of the five most important economic and cultural centers of Germany. Especially tourists and locals appreciate it for the romantic old town and the strolling and shopping facilities on the Königsallee. Furthermore, the famous carnival season, which is known as the fifth season of the year, starts every November. The climax takes place in the respective following year, with one of the greatest Shrove Monday processions in Germany. Long walks on the picturesque banks of the Rhine will provide relaxing breaks in contrast to the carnival hype.

The Hotel Residenz with its excellent location offers the perfect point to explore the city by foot. The walk to the the main station takes only five minutes and business travelers can use the public transport right in front of the hotel to major trade fairs or the international airport. However, the hotel has more to offer than a good location. With using the tablet PC app of Customer Alliance, already 124 mainly positive ratings have been obtained at the reception. This underlines the quality and exemplary service of the accommodation. The reviews can be directly viewed on the hotel's website and lead to more bookings.

Goal of the collaboration:
To generate more reviews through the In house feedback

Widget views
20.123

Number of invited guests via tablet PC
270

Tablet-Reviews with Customer Alliance
124

Return rate
45,93%

Place
Dusseldorf, North Rhine-Westphalia

Hoteltype
Private

Website
residenzhotelduesseldorf.de

Rooms
35

* The results refer to the time period from March 2013 to September 2013

"The review management system by Customer Alliance allows us to ask guests to write a review directly after their stay on our own tablet PC. Thereby we received 124 reviews via tablet-PC since March 2013, which can be viewed on our website. This gives us, in addition to our good location, an important competitive advantage, because improvements can be initiated directly due to the immediate response option. "

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Manager

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