

HOTEL WEISSER HASE & CUSTOMER ALLIANCE MORE DIRECT BOOKINGS, MORE REVIEWS



IN JUST
7 MONTHS



CUSTOMER ALLIANCE
CUSTOMER SATISFACTION INDEX



NEW REVIEWS



GROWTH RATE
OF REVIEWS ON
HOLIDAYCHECK



Since the beginning of the cooperation with Customer Alliance in October 2014 (**26.03.2014**), **1,149** hotel guests have automatically been invited via email to leave a review on the internet for the Hotel Weisser Hase. As many as **23% of the**

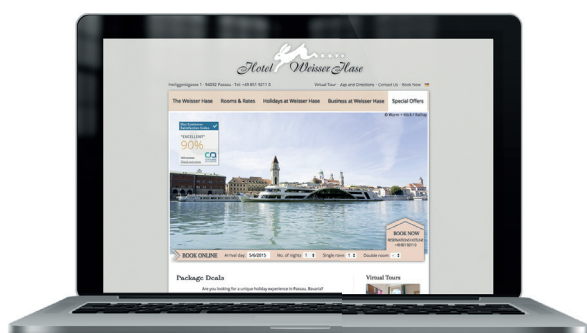
guests responded – a much **higher return rate** than can generally be expected from the common paper questionnaires. The Hotel Weisser Hase managed to collect up to **142 new reviews** over this period of time.

OUR JOINT SUCCESS:

An exponential increase of HolidayCheck reviews, the number going **FROM 75 UP TO 120 reviews** in **JUST 7 MONTHS**.

A considerable increase in **DIRECT BOOKINGS** on the hotel's own website

Integration of the reviews on the hotel's **FACEBOOK FANPAGE** (<http://on.fb.me/1Oh90wh>)



FAMILY TRADITION SINCE 1512 WITH 4 STAR RATING



The Hotel Weisser Hase has been a family-run business for more than 500 years. Situated in a historical building dating from 1512, it houses a hotel-bar, restaurant and meeting facilities. The biggest 4-star hotel in Germany's Passau perfectly combines traditional Bavarian hospitality with modern comfort and has repeatedly won both *Trip Advisor's Certificate of Excellence* and the *HolidayCheck Award*.

BIGGEST 4 STAR HOTEL IN
PASSAU, BAVARIA, GERMANY



Location:
Passau

Type of Hotel:
Private

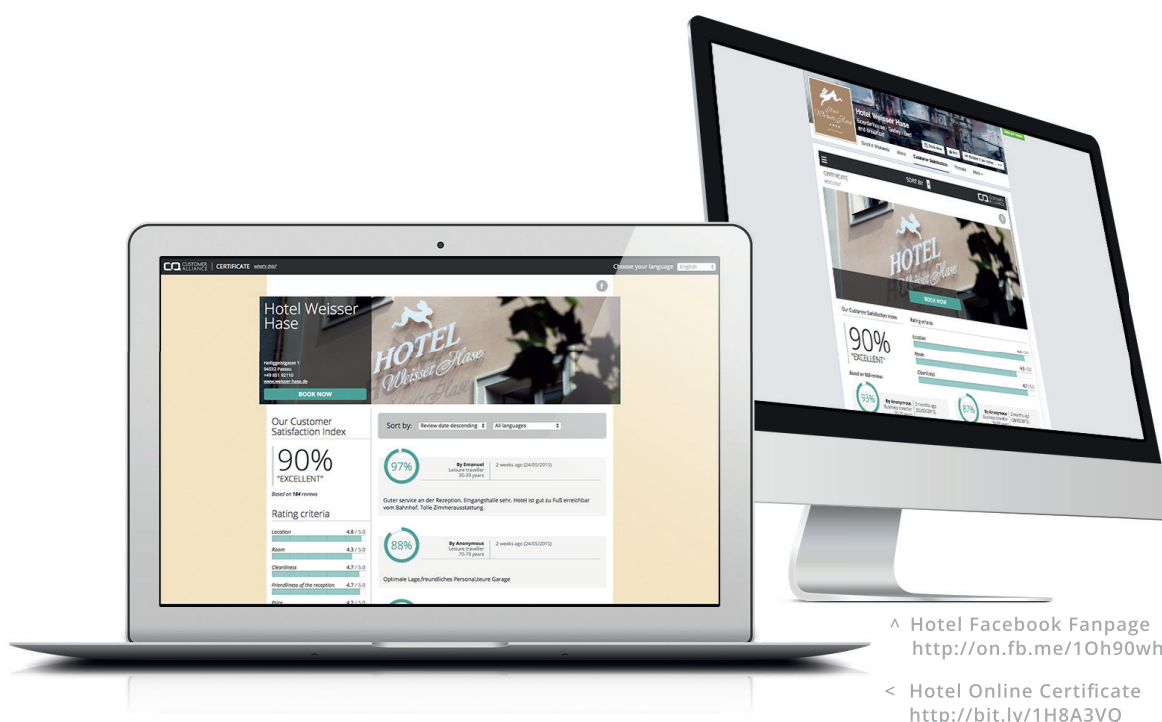
Rooms:
108

With Customer Alliance:
Since March 2014

CA Customer Satisfaction Index:
90% (excellent)

Website:
www.weisser-hase.de

"... WITH SIMPLE USABILITY, VERSATILE ANALYTICAL POSSIBILITIES ..."



"We have been thrilled to work with Customer Alliance's Review Analytics. Since the very first moment, we've had a great user-experience, with **simple usability, versatile analytical possibilities** and **great support** from the entire team at Customer Alliance. In addition to the close contact with our guests on-site, we receive valuable feedback that we use for our work, and profit from on a daily basis. And along the way, we've **generated numerous authentic guest reviews** for our website, Holiday-Check & Co.

The amount of **short-notice telephone-bookings** and **personal contact on-site** has also increased considerably since we've **improved our ranking on HolidayCheck and/or TripAdvisor.**"

Johanna Hartwig
Staff member at Hotel Weisser Hase



WHAT ARE YOUR OBJECTIVES?

You can also **improve your performance** with *Review Analytics* – speak to one of our consultants, sign up for a free demo!

www.customer-alliance.com
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