

CASE STUDY

Le Résinier
Et la tradition devient moderne...



Hotel Le Résinier

The hotel-restaurant, Le Résinier, is a modernized country home located in the heart of the Landes de Gascogne natural park. Each room has been individually designed to provide the greatest comfort to each guest. Le Résinier's restaurant features French traditional cuisine meeting the highest gourmet standards.

Since the introduction of the Customer Alliance review management system in February of 2013, the hotel has noticed a rapid growth in its client reviews. The return rate in response to Customer Alliance email inquiries has been about 46 percent.

Our customer has been convinced by the efficiency of our online reputation management tool due to the resulting increase in direct bookings after having implemented the Customer Alliance system.

Place

Le Barp

Hoteltype

Independent Hotel

Website

www.leresinier.com

Rooms

16

Clicks on the widget

1.490

Reviews

140

Direct booking inquiries

255

Savings on commissions

4.781 € *

*Results refer to the period
from February 2013 to
May 2014*

* This data is based on 255 rooms
(direct bookings) x 125€ (price of a double
room breakfast included) x 15% (average
commission rate paid to external portals)





Philippe Labeguerie®



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"Our collaboration with Customer Alliance is extremely pragmatic: it allows us to catch the attention of our visitors and transform their curiosity into direct bookings. We can also enjoy a 360° vision of the customer reviews posted on the main social networks, and reply to them quickly.

This tool is an affordable must-have!"

Monsieur Bourrissoux
Owner and Manager of Le Résinier



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