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Focus Money: ehotel® distinguished for most customer-friendly app

At ehotel®, customers come first – whether in terms of our service, developing the booking system or, of course, programming the app. It's not just the customers themselves that appreciate this: Focus Money magazine has tested value-adding apps from various industries for their customer-friendliness. The hotel booking portal ehotel® leaves the big competition behind and occupies one of the top spots in the Germany-wide ranking.

A good six million apps are listed with the two largest providers, Google and Apple. Cutting through the crowd and landing a place on customers' smartphones or tablets is a challenge in itself. ehotel® focuses here on user-friendliness and was able to score points this way in a comparison of 467 apps from 47 industries. The customer survey, which gathered 84,511 user opinions, was conducted by Focus Money in collaboration with ServiceValue. Only the apps whose satisfaction ratings were above the industry average received the "Top App" award, like ehotel®.

The booking portal ehotel® was already awarded the "Top App" distinction for this from Focus Money in 2019. "We are pleased that we were able to translate our first-class booking system into the features of our very own app. And we are proud that we were able to convince users again this year," says Fritz Zerweck, Managing Director of ehotel®. "We will, of course, continue to develop our app – not to win prizes, but to be able to continue to offer our customers a perfect service in the future."

The ehotel® hotel booking platform bundles the accommodation offerings of all providers worldwide on one platform through META-SEARCH technology. The Berlin-based company is focusing its business on holistic support of hotel bookings and the associated services for business customers. By integrating tools and services into the systems of the companies in question and through specially developed payment and billing solutions, ehotel® ensures optimised processes, end-to-end expenditure control, compliance and cost savings for the customer. The booking platform has been repeatedly recognised for its quality of service by the German Institute for Service Quality and the market research institute ServiceValue among others. www.ehotel.de