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Top 100: ehotel[®] among Germany's most innovative medium-sized businesses

The innovative strength of ehotel has now been scientifically proven: a study by compamedia in collaboration with innovation researcher Prof. Nikolaus Franke and his team identified the most innovative medium-sized companies in Germany considered roughly 120 criteria. This year, the study also assessed companies' reaction to the COVID crisis, which for ehotel[®] has meant (further) development of new technologies and tools. In all five categories "Innovation-Promoting Top Management ", "Innovation Spirit", "Innovative Processes and Organization", "Outward Orientation / Open Innovation" and "Innovation Success", the hotel booking platform convinced an expert jury for the fourth time in a row that the innovations at ehotel[®] are the result of conscious decisions and modern strategies. Thus, ehotel[®] is setting trends while striving to further develop its own innovative solutions in order to make its processes even more efficient and to react to new requirements on the market.

"At ehotel[®], innovations are the logical consequence of our daily work," explains Fritz Zerweck, CEO of ehotel[®]. "We are extremely customer-oriented and so we consistently find targeted solutions to simplify the everyday activity of business travelers, travel managers, bookers, travel buyers and many other customers," says Zerweck, explaining his company's approach. This has resulted in numerous innovations, such as the company's unique meta-search technology, as well as tools like the ehotel[®] Rate Manager, which helps to optimize rate negotiations and the corresponding bookings; or ehotel[®] Analytics, which has been particularly useful during the pandemic due to its traveler localization function, which simplifies the process of booking amendments and employee retrievals – even for business travelers in crisis areas. In addition, ehotel[®]'s individual billing solutions help to organize even long-stay trips or layovers and to facilitate payment even for large amounts. "The award is a confirmation that by relying on fairness, customer friendliness and transparency, ehotel[®] is on the right track", concludes Fritz Zerweck.

On November 26, 2021, at the 7th German SME Summit in Ludwigsburg, the study's top 100 of 2020 will be honored in a ceremony hosted by science journalist Ranga Yogeshwar, who has been covering the innovation competition for ten years.

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 optimized processes, end-to-end expenditure control, compliance and cost savings for the customer. The booking platform has been repeatedly recognized for its quality of service by the German Institute for Service Quality and the market research institute ServiceValue among others.
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