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## **High customer loyalty: ehotel® receives *FOCUS MONEY* award**

A current study by *ServiceValue*, one of Germany's leading market research institutes, in cooperation with *DEUTSCHLAND TEST* by *FOCUS MONEY* magazine, evaluated 698,472 customer ratings to determine which companies are most successful in retaining customers. ehotel® received the ratings "outstanding" and "high customer loyalty", which position the hotel booking portal well above the average of the overall 2,331 companies from 220 industries that were assessed in the study.

Today, customer satisfaction is more important than ever: social media, rating and comparison portals and market research reports make it easy for customers to access others' opinions about a company and to make their own criticism public. In addition, changing providers is easy due to the large number of options available online. ehotel® has always focused on optimal service and customer satisfaction. "This approach even helped us through the pandemic," explains Fritz Zerweck, CEO of ehotel®. "Customers quickly realize that we are really there for them - with our innovations, but also with our 24/7 service. We are very pleased that they reward our commitment, fairness and transparency with their loyalty." The complete study *will be published by ServiceValue and FOCUS MONEY* on March 6, 2021.

**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. [www.ehotelag.com](http://www.ehotelag.com)