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VERY HIGH CUSTOMER SATISFACTION: *DIE WELT* NEWSPAPER AWARDS EHOTEL®

B2B is considered a demanding business model since, on the customer side, it means dealing with the different interests of different professional groups within a company. In short: decision-makers, buyers and users all want to be satisfied. The hotel booking platform ehotel is accomplishing this brilliantly, as the renowned news outlet *DIE WELT* newspaper and the analysis institute *ServiceValue* have now attested. By receiving the rating “very high customer satisfaction”, ehotel® has gained ‘silver status’ in the hotel portal sector, surpassing even strong competitors.

For the rating, the respective customers of 436 companies from 36 industries were asked to rate their level of satisfaction based on their expectations, experiences and information. The companies were ranked based on the mean value of these evaluations. "We always focus on finding a comprehensive solution for business travel," explains Fritz Zerweck, CEO of ehotel®. "That way, we can meet the needs of not only the travelers, but also the travel managers, buyers and accountants." From the effective search for hotel rooms at best-price conditions via tools such as ehotel® Analytics and ehotel® Rate Manager, which provide an overview of all bookings and their respective status using the innovative meta-search technology, to central billing solutions: for ehotel®, customer service is a top priority. "We are very pleased that our approach is proving to be the right one, and that our corporate customers are so satisfied," says Fritz Zerweck, expressing his gratitude for customers' trust and for the accolade.

The hotel booking platform ehotel® pools the accommodation offers of all providers worldwide on one platform using meta-search technology. The Berlin-based company focuses on providing holistic support with hotel bookings and related services to corporate customers. By integrating tools and services into the system of the respective company and through its specially developed payment and billing solutions, ehotel® ensures optimized processes, seamless spending control, compliance and cost savings for its customers. The booking platform has been repeatedly rewarded for its quality of service, including recognitions by the *German Institute for Service Quality* (DISQ) and the market research institute *ServiceValue GmbH*. www.ehotelag.com