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Officially confirmed: The ehotel® app offers high added value

There are millions of apps that are supposed to make the digital aspect of customers' life easier – but not all are as useful as they are advertised to be. A current study by *Süddeutsche Zeitung* newspaper, in collaboration with the analysis institute *ServiceValue*, examined the mobile offering in the most important industries to find out which apps actually provide a useful service. With the rating “high added value”, the ehotel® app is well above average in its market category in 2021. The study examined a total of 669 apps from 66 categories.

ehotel® recognized the digital trend early on, and developed its own app to build up a mobile presence with many intelligent features as early as 2012. Like all of ehotel's technologies and innovations, the app is constantly increasing its standards through regular updates, fresh ideas and relaunches in order to offer customers the best service for smart hotel booking processes at all times. The ehotel® app is available for iOS and Android devices.

The results of the study "Apps with Added Value" are published online by the German newspaper of record *Süddeutsche Zeitung* and on the *ServiceValue* website.

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