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“Highest customer satisfaction”: ehotel® excels again in FOCUS MONEY study

Excellent from experience: The current study by Focus Money magazine shows once again that ehotel® customers are extremely satisfied with the company. Already in the previous year, ehotel® received high ratings for its innovative technologies, modern tools and outstanding service. "Customer satisfaction is not a pleasant side effect, it is essential for a company's success," says Dr. Claus Dethloff, managing director of the *ServiceValue* analysis institute, which carried out the study in collaboration with *FOCUS MONEY* magazine. It is extremely difficult to regain the custom of dissatisfied consumers.

The study surveyed roughly 280,000 consumers regarding their opinion of 1,418 companies from 67 industries, whereby they could only evaluate companies whose services they had engaged within the last twelve months. The results were analyzed using a specially developed customer satisfaction index that works across all sectors and industries. With the rating “highest customer satisfaction 2021”, ehotel® is continuing on its successful course; the customer-oriented hotel booking platform will continue to offer optimal solutions and consistently evolve 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 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