

CUSTOMER ALLIANCE

Customer Alliance Validated Integration with Oracle Hospitality OPERA 5.5



CA Customer Alliance GmbH
Ullsteinstr. 118, Tower B
12109 Berlin, Germany
customer-alliance.com



Oracle Hospitality

Oracle Validated Integration provides customers with confidence that a partner's integration with an Oracle on-premises application is functionally sound and performs as designed. This can help customers reduce deployment risk, lower total cost of ownership, and improve the user experience related to the partner's integrated offering.

Turning Reviews into Revenue

Customer Alliance provides a reputation management software tailored for the hospitality industry that facilitates the analysis and collection of 360-degree reviews through a personalized, automatic guest survey. Hotels can embed the reviews on their own websites and can collect reviews across all important hospitality search engines. The increased visibility then leads to higher conversion rates and more direct bookings.

Company Overview

Founded in 2009 and based in Berlin, Customer Alliance offers a software-as-a-service product that enables hotels to communicate with guests before they arrive at the hotel and to collect feedback and reviews from guests post-stay. It also enables publishing collected reviews on public portals as well as in a widget on the hotel's website. Customer Alliance integrates these customer reviews into hotel's websites to enhance the hotel's search engine optimization rank in the organic search results.

Integration Overview

The integration enables hotels using Oracle Hospitality OPERA property management system (PMS) to automatically push guest information into Customer Alliance. With this information, Customer Alliance can automatically send guests emails with stay details in advance of their reservation as well as send guests an invitation, upon conclusion of their stay, to take a survey or to write a review of their experience.

Integration Details

The integration enables the following:

- Triggers reservations from Oracle Hospitality OPERA PMS

Messages at each integration point 'include Reservations' use XML version 5.

AVAILABILITY

For additional information about Customer Alliance consumer, operational and enterprise solutions, please contact us at: customer-alliance.com

SUPPORT

support@customer-alliance.com

Technical Details

Environment	
Partner Environment	Oracle Environment
<ul style="list-style-type: none"> Customer Alliance Version 1.0 	<ul style="list-style-type: none"> Oracle Hospitality OPERA 5.5
Product ID	
Product ID (FKT)	Description and Name
<ul style="list-style-type: none"> OPX_CUSTOMERALLIANCE 	<ul style="list-style-type: none"> Oracle OPERA Xchange Interface for Customer Alliance
Supported Protocol	
<ul style="list-style-type: none"> HTTPS 	