

Romantik Hotels & Restaurants

Quality starts with online booking



The Challenge

With consistent high-quality standards and personal guest relations, Romantik Hotels & Restaurants has become a leader in the European hotel brand market. All 205 hotels and restaurants in 10 European countries are individual and personalized, but they all have one

thing in common: the guest is always top priority.

In 2007, Romantik Hotels & Restaurant charged the Berlin hotel management agency hit-Consult to implement automated address validation into its online booking process. The goal was to ensure that quality and a correctly tailored guest approach started with a direct booking on the company's Web site.

The Solution

AddressDoctor Web Services

Anton Hell, managing director of hit-Consult, explains: "There was no other technology provider that met our criteria in the same way as AddressDoctor. It validates guest addresses from more than 240 countries online. In addition, the connection to AddressDoctor's Web Services was realized seamlessly and within a short amount of time." Since then, during each online visit or when a voucher is commissioned at Romantik Hotels & Restaurants, guest addresses are validated automatically and in real time for postal accuracy. The Interactive Web Services ensure from the beginning that only accurate addresses are saved in the database. In addition, the entire database is updated once a year in a single step with the Batch mode.

Benefits for Romantik Hotels & Restaurants

- | Accurate customer data from the start
- | Automatic correction suggestions
- | One solution for all countries
- | A single easy-to-use SOAP API
- | Monthly update of reference data free of charge

Quick Facts

- | AddressDoctor products: Interactive and Batch Web Services
- | Fast & easy implementation
- | Real-time address validation at point of data capture (Interactive)
- | Secure through SSL



"We have significantly improved our internal address quality and optimized order processing. In addition, we have dramatically decreased postage spending for direct mails."

Stephan Moseler

Director of Sales and Marketing
Romantik Hotels & Restaurants

About Romantik Hotels & Restaurants

On the banks of a lake, high up in the mountains, on the shores of the sea, near the bustling village square, in the middle of the green woods... The location of the 205 privately-run, historical Romantik Hotels & Restaurants in 10 European countries is always something extraordinary. Regional specialties, typical local architecture, as well as a distinctive climate and unique qualities of the people shape the character of each hotel and restaurants just as the individuality of the hosts.

More information at www.romantikhotels.com

AddressDoctor is also used by these leading companies (excerpt)

Deutsche Post, 1&1. Adress, AdPepper, Data-Flux, CallCredit, IBM, MICROS-Fidelio, QAS, Nintendo, Swiss Post International, Kempinski Hotels, GSI Commerce