

Customer Feedback Proves Valuable When Booking Hotels Online

Hawkes Bay - 24 April 2008 Ezibed.com (www.ezibed.com), New Zealand's online accommodation specialist has announced the launch of consumer generated ratings and reviews to assist customers to make more informed decisions when booking their accommodation.

An ever increasing number of New Zealanders are now booking their travel online through travel websites such as Ezibed.com, which provides deals on accommodation within the next 28 days throughout New Zealand, Australia, the Pacific Islands, USA and Canada.

Ezibed.com focuses solely on accommodation with accommodation providers presenting their best deals to customers based on their daily occupancy, allowing customers to view all the properties in one location on the one screen. Customers can compare properties by rate, location or use the advanced search options to narrow their search and book securely with instant confirmation.

The addition of consumer generated ratings and reviews to the website was a process that took twelve months to implement, says Gareth Pearce, company Director of Ezibed.com.

"We took a long look at what customers really wanted when they were searching for accommodation and we also listened to our accommodation providers. The outcome was that our customers wanted to know about the experiences of previous guests and receive an honest rating. Accommodation providers wanted more feedback to help them enhance their product offering. It is really a win-win situation".

Ezibed.com only allows customers that have booked through the website to make online ratings and reviews. This limits the potential of accommodation providers' competitors submitting false information says Mr Pearce.

"Limiting the ratings and reviews to customers that have used our site allows our community network to build quite rapidly. We don't want to be like other websites that are just a free for all. We have a loyal customer base and we want our customers to feel that they are contributing to and are a part of the website. This is important in today's online marketplace".

Commenting on properties that provide self assessments of their properties rather than register with the national assessment agency Qualmark to receive an official grading, Mr Pearce said; "We have accommodation providers that are both Qualmark assessed and self assessed on the site. The way they grade themselves is an individual decision. What our customers will provide will back up any rating that the accommodation provider displays and will allow future customers to make informed decisions. A lot of people choose not to fill out their customer comment cards whilst staying at their hotel or motel, for many reasons, so providing other ways of generating consumer feedback is important".

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