

HBX Group Wins “Best Product or Service Development Award”

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This award recognises its tool Insights, the high quality of its service and the value it brings to travel advisors' daily operations.

Palma, 26 September 2024-[HBX Group](#), a leading independent B2B travel technology marketplace, has received significant recognition at the **European Customer Experience Awards '24**(ECXA).

Insights, HBX Group web functionality that provides personalised growth opportunities to travel advisors based on accommodation, experiences and transfers that other travel agencies in their area are selling, has secured the gold award for **“Best Product or Service Development”**. In this category, HBX Group competed against products from leading companies in sectors such as banking and travel.

This tool, implemented by HBX Group through its Hotelbeds and Bedsonline brands, is designed to help travel advisors to untap products or services that they could be missing out on. With a simple interface and advanced data analysis, it provides personalised, practical insights to increase their knowledge and support their growth, helping them to gain a competitive edge in an increasingly challenging online environment.

Xavier Godoy, Customer Experience & Automation Director at HBX Group, stated: “This award is a significant recognition of our teams, who have worked tirelessly to deliver such a high-quality service development and B2B customer experience. Travel agents are a key customer for us, and we work daily to offer them the best value proposition. The development of tools like Insights stems from gathering feedback on their work experience and thoroughly analysing the evolution of their needs.”

The company was also a **finalist in the “Best B2B Customer Experience”** category, for the automation of its AI assistant in customer service.

Since 2022 Awards International has been organising these awards, which have become a leading standard for customer experience through the continent. This year's edition of the ECXA featured 54 presentations from 26 companies across 15 different categories, all judged by 40 esteemed judges. From the awards' inception, 63 companies have participated, with 96 case studies reaching the finals and 48 case studies awarded to date.

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About HBX Group

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage the travel sector.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

More information:

www.hbxgroup.com

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Best Product or Service Development