Servy doubles digital orders to 10 million in one year

Servy, the self-service platform for hospitality, is celebrating a major milestone after transacting its 10 millionth order at a Wendy's restaurant operated by global restaurateur Areas USA.

The achievement comes just a year after the business hit its 5 millionth order at Dallas Fort Worth International Airport (DFW).

Jeff Livney, Chief Experience Officer at Servy, said: "It's a great achievement to hit 10 million transactions across our platform. When it took five years to hit 5 million transactions, doubling that number within one year – during a pandemic – is a testament to the adoption of the technology within the industry and a true paradigm shift among guests.

"We remain committed to our goal of providing hospitality and retail partners with the right tools they need to advance their digital capabilities, enhance the guest experience, and drive commercial benefits to the business. As we grow, we are now able to do more for our partners. Our unrivaled scale and scope in our airport network and distribution channels mean that we have the unique capacity to analyze and assess meaningful quantities of data intelligently, to enable the right decisions to be made about what's best for our customers and their traveling guests to enhance their journey across the network and drive revenue."

Carlos Bernal, CEO of Areas USA, said many of its guests were turning to self-service options. "Digital innovation is a huge priority for us and our partnership with Servy will help pave the way for the digital future our customers will want and indeed expect in years to come. Congrats to Servy on this milestone at one of our restaurants," he enthused.

Consumer insights "revolution"

With a presence in more than 80 airports and over 1,000 restaurants and retail outlets across the Americas, Europe, the Middle East and Asia Pacific, Servy enables airports and concessionaires to gain insights into the purchasing habits of their guests.

Livney also announced the launch of the Servy Insights+ AI engine, saying: "Given the significant and rapidly growing data size achievable by Servy's portfolio of airports and hospitality partners, the opportunity to create the first concessions-focused artificial intelligence (AI) capability, leveraging machine learning at scale, is now possible.

"Servy Insights+ creates the opportunity for airports and hospitality partners to leverage data across the industry's leading e-commerce platform and distribution network to drive better guest experiences and significant commercial benefits.

"This is truly a 'rising tide floats all boats' moment for the industry, and we are excited to engage our partners in this consumer insights revolution," Livney added.

Servy's products include the Grab Airport Marketplace, the largest e-commerce platform in airports worldwide. The latest data from Servy's sister company Airport Dimensions found 60% of travelers would consider using digital pre-order services to make food and beverage purchases at airports, with the fastest growth occurring in the US and the UK, where Servy has a significant presence.

Adding to its contactless order and payment options, Servy is also set to expand the reach of its Grab Airport Marketplace e-commerce platform into new venues following the announcement of a partnership with Unibail-Rodamco-Westfield.