



## **Resy Doubles Down on Customer Experience Data through Servy Acquisition**

*The leading restaurant reservation platform will now supply restaurant partners with insights-driven data collected directly from customers*

**NEW YORK (October 12, 2017)** - Resy today announced its acquisition of Servy, the leading mystery dining and guest feedback platform, for an undisclosed amount of cash and stock. The acquisition accelerates the expansion of the restaurant reservation platform's global hospitality platform and provides another unique offering to further differentiate Resy from other reservation services.

"We're thrilled to have the opportunity to bring Servy's groundbreaking feedback product to Resy," said Resy CEO Ben Leventhal. "Resy and the Servy team share a vision for providing restaurateurs with actionable insights to help them manage every aspect of their operation. Pairing reservation, point of sale and survey data will give our clients a complete and detailed view of their guest experience and performance."

Founded in 2014 by Rob Edell and Julien Wormser, Servy set out to redesign the mystery shopping industry. Traditionally, a restaurant would have to pay hundreds of dollars to have a old school secret shopper come in and privately evaluate the experience in exchange for a free meal. Servy realized there was an opportunity to empower the restaurant's customer base to complete the evaluations. As a result, Servy was able to significantly drive down the costs to a point where the restaurants would actually profit from each evaluation. The quality of the data was also superior as it was coming from real customers interested in the restaurant, rather than fully reimbursed paid shoppers. To date, Servy has fulfilled over 100,000 evaluations across 500+ restaurants in New York, Chicago and other major markets.

"When we started Servy, our goal was to build a private feedback platform to help tens of thousands of restaurants improve their businesses," said Servy co-founder Rob Edell. "By joining the amazing team at Resy, we are able to more quickly and effectively realize this vision by leveraging their extensive restaurant base and innovative technology."

As a result of the acquisition, the Servy app will cease service, effective immediately. Servy's full-service restaurant clients will be transitioned over to Resy, where the Servy team will be creating the first reservation integrated mystery dining platform.

To learn more about Resy, visit [www.Resy.com](http://www.Resy.com).

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