

Grab moves to new name Servy

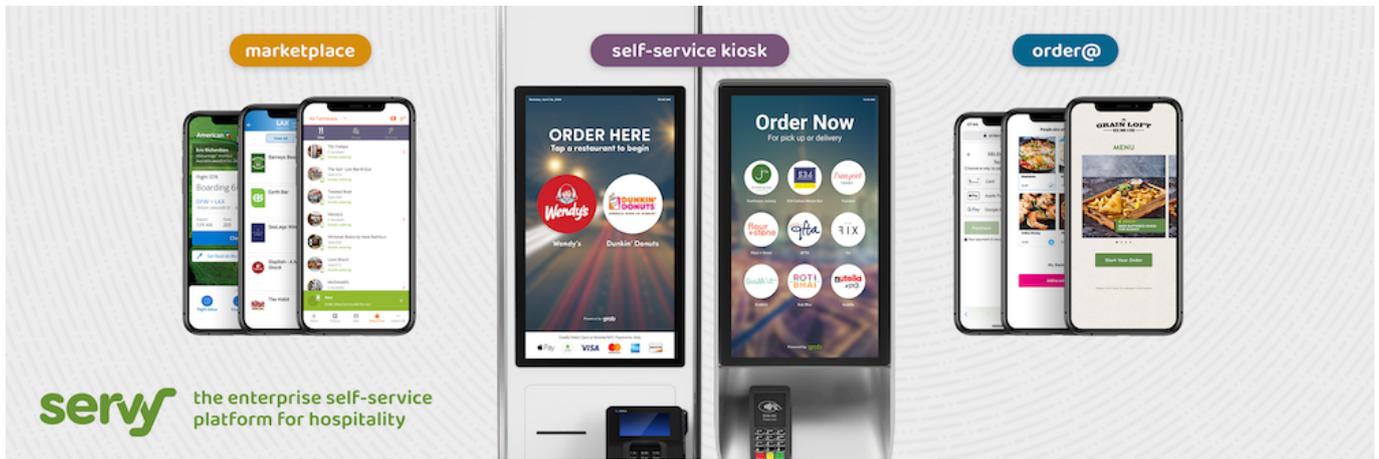


Servy offers more than the ability to just grab food on the go at the airport, it provides a comprehensive portfolio of self-service solutions for all areas of hospitality

Airport e-commerce platform Grab revealed today that it is renaming the core area of its business. [Servy](#) is branded as “the enterprise self-service platform for hospitality.” The Grab Airport Marketplace and Grab app will remain crucial offerings under the broader Servy umbrella of solutions.

The rebrand to Servy reflects the natural evolution of the company, which provides more than the ability to grab food on the go at the airport. Servy offers a comprehensive portfolio of self-service solutions for all areas of hospitality, branching into new avenues such as street-side restaurants, venues and arenas, hotels and resorts, and enterprise food service.

In addition to its airport marketplace, Servy will continue to provide three core products to enhance the guest experience and reduce high-touch service aspects across hospitality. Servy’s solutions include QR/NFC-based Order@, allowing guests to order and pay from their own device without an app; Servy Marketplace, combining multiple dining and retail options in one user interface, accessible from the user’s mobile device; and Self-Service Kiosks, enabling self-order and self-checkout guest experiences across a variety of hardware options.



Grab, which was founded in 2014 as an airport mobile ordering app for food and beverage, has now processed more than six million transactions across the globe. Over the years it has innovated and expanded its product line to meet the evolving needs of guests and hospitality partners.

“We’re incredibly proud of the progress the company has made over the last five years, having become the world’s leading airport e-commerce platform, said Mark Bergsrud, Chief Executive Officer of Servy. “Starting with our launch at Hartsfield-Jackson Atlanta International Airport in 2015, we’ve built a network of meaningful partnerships across the industry with hospitality operators, airports, airlines and distribution channels. The rebrand to Servy signals and supports further expansion across the business and beyond airports.”

“The rebrand to Servy represents our natural evolution and response to changing consumer demands, with an increased importance placed on contactless options from both our partners and guests. We’re committed to the same vision that has guided us since day one: working with our partners to integrate technology that enhances the guest experience,” said Jeff Livney, Customer Experience Officer at Servy.