

Servy doubles digital orders to 10 million in 12 months; launches Servy Insights+ AI



[Servy](#), the enterprise self-service platform for hospitality, is celebrating a major milestone marking 10 million transactions across its platform. It happened at a Wendy's restaurant operated by global restaurateur [Areas USA](#). The achievement comes a year after the business hit its five millionth order at Dallas Fort Worth International Airport ([DFW](#)).

"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," said Jeff Livney, Chief Experience Officer at Servy. "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 unrivalled 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 travelling guests to enhance their journey across the network and drive revenue."

"Now more than ever, many of our guests are turning to self-service options for stress-free ordering and the freedom to choose how they order," said Carlos Bernal, CEO of Areas USA. "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."

With a presence in more than 80 airports and 1000 restaurants and retail outlets across the Americas, Europe, the Middle East and Asia Pacific, Servy has a demonstrable track record in enabling leading airports and concessionaires to gain invaluable insights into the purchasing habits of users, with intelligent insights and Servy's unrivalled and expanding user base.

As the demand for greater choice in ordering at the airport and beyond is increasing, Servy's leading products including the Grab Airport Marketplace, help to restore confidence in the travel experience. The latest data from Servy's sister company [Airport Dimensions](#) found 60 percent 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 portfolio of contactless order and payment options, Servy is also set to expand the reach of its Grab Airport Marketplace e-commerce platform into new venue verticals following the announcement of a new partnership with French commercial real estate company Unibail-Rodamco-Westfield ([URW](#)).