



## StellaService Acquires ICC/Decision Services

Extends StellaService into In-Store

Creates Omnichannel Solution for Measuring and Optimizing Service Performance

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NEW YORK--(BUSINESS WIRE)--StellaService, the leader in helping companies grow through better customer service, today announced the acquisition of ICC/Decision Services (ICC), a leader in highly successful in-store customer experience management programs including mystery shopping, customer intercepts and customer satisfaction surveys. The acquisition extends StellaService solutions and capabilities into in-store environments for the first time.

"Brands have been searching for an omnichannel solution that connects the dots between in-store and ecommerce environments and enables them to deliver consistent, high-level service for consumers wherever they shop"

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As part of the agreement, ICC president and chief executive officer David Rich will join the combined company's management team as Global Head of Stella Metrics, reporting to StellaService co-founder and chief executive officer, Jordy Leiser. Wayne, New Jersey-based ICC will relocate the company's staff to StellaService headquarters in New York City. Further terms of the acquisition were not disclosed.

"Brands have been searching for an omnichannel solution that connects the dots between in-store and ecommerce environments and enables them to deliver consistent, high-level service for consumers wherever they shop," said

Jordy Leiser, StellaService's co-founder and chief executive officer. "By acquiring ICC, we can combine StellaService's ecommerce platforms with ICC's in-store expertise to create entirely new omnichannel solutions that drive team engagement, operational

improvements, revenue growth and profitability in a way that's never been done before."

Through the acquisition, StellaService will offer a new omnichannel product suite which will enable companies to measure and improve operational performance across digital and in-store customer service channels, and to motivate and reward front-line staff.

"StellaService has revolutionized the way online businesses measure and optimize their service experience," said Rich. "The in-store environment is ripe for this same level of disruption, which is what makes this combination so exciting. Executives at every company are now managing their businesses through an omnichannel environment, so by combining our resources and technologies we can support their omnichannel strategies more effectively, helping them drive revenue and efficiencies across channels as a result."

### About StellaService

StellaService helps companies grow through better service across their stores, contact centers and ecommerce fulfillment. Through a combination of software and proprietary data and insights, StellaService helps companies improve their operational and front-line team performance. The company offers solutions including employee engagement tools, real-time customer feedback surveys and objective performance measurement across online and in-store channels. Together, these solutions enable companies to build brand equity, increase customer advocacy and drive sales. For more information, visit [www.stellaservice.com](http://www.stellaservice.com).

### About ICC/Decision Services

ICC/Decision Services is a privately held company headquartered in Wayne, New Jersey serving customers around the world. ICC/Decision Services offers more than 37 years of hands-on experience designing and executing highly successful in-store customer experience management programs, including mystery shopping, customer intercepts and customer satisfaction surveys. Beyond data collection, the company provides strategies for improvement.