

VC-backed StellaService buys ICC

September 23, 2016 By [Iris Dorbian](#)

StellaService Inc has acquired **ICC/Decision Services**, a provider of customer experience management services. No financial terms were disclosed. **Sperry, Mitchell & Company** provided financial advice to ICC on the transaction. StellaService's backers include **Comcast Ventures, Toba Capital, Battery Ventures, Gotham Ventures, RRE Ventures** and **Norwest Venture Partners**.

PRESS RELEASE

New York, NY (September 23, 2016) – Store Insight, Inc. dba ICC/Decision Services ("ICC") of New York, NY and Wayne, NJ has been acquired by StellaService, Inc. of New York, NY. Sperry, Mitchell & Company initiated this transaction, assisted in the negotiations, and served as exclusive financial advisor to ICC.

ICC/Decision Services (www.iccds.com) is a leading provider of customer experience management services to large retailers, restaurant chains, supermarkets, fitness clubs, discounters, and other customer-facing entities. ICC uses mystery shopping, customer intercepts, and customer satisfaction surveys to evaluate, manage, measure, and improve customer satisfaction and the overall customer experience, while generating revenue and operational enhancement ideas and suggestions for its clients. ICC is led by Owner and President David Rich, who will continue to lead ICC as it is merged with StellaService's ecommerce service measurement and optimization platform (Stella Metrics). ICC was founded in 1979.

StellaService, Inc. (www.stellaservice.com) helps companies grow through better customer service. The company offers solutions including employee engagement tools, real-time customer feedback surveys, and objective service performance measurement and benchmarking. StellaService was founded in 2009 and is backed by a number of prominent venture capital firms.

Sperry, Mitchell & Company, Inc. (www.sperrymitchell.com) is an investment banking firm specializing in middle-market merger and acquisition advisory services. Since the firm's founding in 1986, Sperry Mitchell has completed hundreds of transactions in a wide range of industries, with values ranging from \$10 to \$450 million.