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MEDALLIA ACQUIRES MULTI-CHANNEL MOBILE MESSAGING AND CUSTOMER ENGAGEMENT TECHNOLOGY ZINGLE

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Medallia, Inc., a provider of experience management, announced it has acquired Zingle, a real-time customer engagement solution for hospitality, travel and retail verticals.

Zingle offers frictionless transactions in real-time. Customers can request products and services in-the-moment as they experience a trip, a stay or a purchase. Zingle is mobile enabled and accessible anywhere at any time. Zingle's patented technology is used by many of the world's hospitality and travel companies to deliver high touch service in real-time at massive scale. It delivers exceptional frictionless customer experiences and at the same time removes costly but low value and time-consuming interactions.

Zingle has invested in AI to intelligently distribute service requests across an organization to drive increased revenue per customer through immediate service delivery and personalized offers at the right time. Enterprises can quickly launch workflows in minutes, leveraging Zingle's thirty-plus connectors to popular hospitality and retail management systems.

Under the terms of the transaction, Medallia will purchase Zingle for approximately \$42 million in cash.

Medallia will be showcasing the Zingle capabilities at our upcoming City Tour in Dallas, London, Madrid, Mexico City, Milan, Munich, New York, Paris, San Francisco, Toronto, Washington D.C.