# Black Box Intelligence Acquires Yumpingo to Elevate AI-Driven Restaurant Performance Solutions

DALLAS, TX, UNITED STATES, April 28, 2025 /EINPresswire.com/ -- Black Box Intelligence (BBI), the leader in restaurant data and operational performance solutions, is excited to announce that it has acquired Yumpingo (YPG), one of the leading guest experience management and survey platforms in the restaurant industry.

This acquisition accelerates BBI's vision of building the AI Command Center for Restaurants, integrating guest experience management, guest sentiment, operational performance, and workforce and financial intelligence into one platform.



Black Box Intelligence Logo

Yumpingo Logo

In February, BBI announced the launch of Performance Intelligence — a new AI-driven platform that leverages BBI's unparalleled set of guest feedback, workforce and financial benchmarks to deliver targeted operational insights for restaurant operators that improves decision making and delivers real results.

The integration of Yumpingo's technology (which includes incredibly rich survey capabilities and transaction-level insights) into the BBI platform provides an even more comprehensive view of restaurant performance from brand right down to menu and unit level. This in turn will deliver operators high impact, root cause actionable insights - enabling enhanced prioritization, focus and execution for restaurants across the entire system.

The acquisition brings several key benefits:

 Enhanced Survey Capabilities: Yumpingo's robust survey options provide transaction-level insights (through POS integration capabilities), menu item feedback, loyalty platform integrations

and greater customization. The Yumpingo team brings deep expertise in guest survey building and deployment for enterprises.

 Comprehensive Experience Management: Integrating Yumpingo's survey data with BBI's GuestXM offering creates a complete experience management solution, combining surveys with social media and online review management, and correlating that data to financial performance.

 Holistic Voice of the Guest: The guest feedback that will result from this combination will provide a deeper dataset to surface actionable insights via Guest Intelligence, BBI's proprietary restaurant-trained AI analytics engine.

 Expanded Global Reach: BBI's US presence combined with Yumpingo's footprint in Europe, Africa, Middle East and Australasia increases the company's geographic reach.

Yumpingo's survey capabilities will be integrated into BBI's new Performance Intelligence solution. This enhancement will strengthen the AI Command Center for Restaurants with deeper guest insights, driving more precise operational recommendations mapped to sales and traffic performance through BBI's benchmarks.

Importantly, existing customer relationships, including contracts and services, will remain unchanged.

Mark Dillon, CEO of Black Box Intelligence, comments:
"Our vision is to deliver an AI Command Center to restaurant leaders, giving them a single source of truth to execute smarter, faster and better. By integrating Yumpingo's guest experience technology, we are taking a major step forward in helping restaurants optimize performance across every aspect of their business. This will enable us to feed our proprietary restaurant-trained AI technology with even deeper, quality data in larger quantities for even more informed decision making and prioritization.

"This acquisition - hot on the heels of our launch of Performance Intelligence - again underscores our commitment to innovation and growth."

George Wetz, CEO of Yumpingo who will take up the role of General Manager at a newly-formed business unit, added:
"We are thrilled to be officially joining forces with Black Box Intelligence after being in a formal partnership with them since 2022. We have been particularly impressed with their recent trajectory and product advancements so the timing couldn't be better. Yumpingo has always been committed to transforming guest experience through real-time data and actionable insights, and now, as part of BBI, we can do this in a much deeper way at a much greater scale."

Request a demo of the combined platform by [visiting the BBI website](#).

About Black Box Intelligence

Black Box Intelligence, owned by Diversis Capital, is a data and technology company serving multi-unit restaurant businesses. With a history built on drawing financial performance and workforce intelligence from a network of over 120,000 restaurant units, BBI now combines industry-leading benchmarking with experience management and guest sentiment measurement technology to provide a clear and quantifiable roadmap for operational success. https://blackboxintelligence.com/

About Yumpingo

Yumpingo is a guest experience management platform that empowers restaurants to capture real-time feedback, enabling data-driven decisions to enhance customer satisfaction and drive growth. Serving clients across Europe, Australasia and the US, Yumpingo's innovative solutions have been instrumental in transforming how restaurants engage with their guests. https://yumpingo.com/

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