

Abingdon Acquires RateNow to Expand AI-Powered Customer Experience Measurement Across Europe and Latin America

LONDON, UNITED KINGDOM, October 8, 2026 /EINPresswire.com/ -- [Abingdon](#) has acquired [RateNow](#), a Barcelona-based leader in continuous, point-of-service experience measurement hardware and software across aviation, healthcare and other industries.

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The acquisition will support RateNow's international expansion while accelerating its use of AI to turn millions of individual feedback points into real-time, actionable intelligence for customers.

Founded in 2014, RateNow runs passenger experience programs across more than 40 European airports, including AENA, Spain's airport operator, where RateNow supports passenger experience measurement across 34 airports. Through a network of smiley feedback terminals and digital channels, the platform captures over four million responses per month across the passenger journey,

alongside operations at Spanish seaports.

In healthcare, RateNow supports more than 150 organisations covering over 30% of Spanish hospitals and co-developed Spain's first validated Patient-Reported Experience Measures (PREM) with Vall d'Hebron Hospital. To meet strict medical privacy standards, RateNow provides a privacy-first AI solution that analyses open-ended patient feedback within secure hospital environments, supporting data sovereignty and patient confidentiality.

Building on this foundation, RateNow and Abingdon plan to accelerate the application of AI across the wider platform, helping customers identify trends, understand the drivers behind feedback and turn experience data into actions.

“For twelve years, our growth strategy was tied to scaling our Barcelona team and creating a best-in-class product,” said Albert Esplugas, CEO and co-founder of RateNow. “We proactively sought a partner to help us scale globally. Abingdon's deep operational engagement, shared product vision, and its dedicated Applied AI team made them the ideal fit, setting the stage for

rapid product expansion."

Mario Bortolozzo, Head of Corporate Development at Abingdon said: "We are excited to be partnering with Albert, Guillermo and the RateNow team. Securing hardware and software deployments in high-stakes environments like airports and healthcare facilities takes years of proven trust. RateNow has done the core groundwork and mastered this. Abingdon's role now is to support the next stage of their global expansion, supercharging the platform's capabilities with AI."

RateNow will retain its name, Spanish legal and operating structure and Barcelona headquarters. Albert Esplugas will continue as CEO and Guillermo Sánchez as COO. Existing contracts, pricing, account contacts, hardware devices and system integrations remain unchanged as the team focuses on scaling the business globally and continuing to develop its product and AI capabilities.

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