beaconsmind®

Campbell Gray Hospitality Revives Their Business with beaconsmind

Campbell Gray Hospitality, a distinguished hospitality group, established its roots in London back in 1996. The group encompasses a portfolio of hotels and cafés, which unfortunately had to be temporarily shuttered due to the COVID-19 pandemic. In their pursuit to rekindle their operations, their revival journey commenced with Café Gray in Dubai.

The Challenge:

Facing the aftermath of pandemic-induced closure, Campbell Gray Hospitality sought a reliable partner to propel their resurgence. They recognized the need for an innovative solution that could boost their business by harnessing location-based marketing services. That's when they reached out to beaconsmind.

The Project:

beaconsmind stepped up to the challenge, embarking on a mission to develop a tailored solution for Campbell Gray Hospitality. The core of the project involved the creation of a dedicated application using our white-label app framework. Additionally, beacons were strategically deployed to enable targeted marketing campaigns, enhancing customer engagement and experience. To further streamline operations, beaconsmind committed to integrating its innovative solution with the client's Point of Sale (POS) system.

Our Offering:

beaconsmind provided an all-encompassing solution for Campbell Gray Hospitality:

- White Label App: A customized, branded app designed to align with the client's unique identity.
- Beacons: Cutting-edge technology for precise, location-based marketing.
- Suite: An integrated suite of services to cater to the client's diverse needs.
- App Maintenance: Ensuring the solution remains operational, up-to-date, and efficient.
- POS Integration: Streamlining operations and enhancing customer service through POS system integration.

The Client's Satisfaction:

Campbell Gray Hospitality found substantial reasons to be delighted with beaconsmind. The partnership is characterized by an ongoing commitment to support and guidance. As the project unfolds, it consistently achieves the Key Performance Indicators (KPIs) the client sets. This continuous progress and the tangible benefits of the solution have been key contributors to the client's happiness.

Potential

beaconsmind's journey with Campbell Gray Hospitality is far from over. They've already secured a significant win with the POS system integration, which will enhance operational efficiency. Additionally, plans are underway to expand the project by including all reopening stores and hotels, further demonstrating beaconsmind's dedication to their client's success.

beaconsmind®

In summary, Campbell Gray Hospitality's revival journey in the post-pandemic world has been significantly empowered by beaconsmind's tailored solutions. This partnership showcases how innovation, commitment, and adaptability can breathe new life into a business, and it's only the beginning of a promising future for Campbell Gray Hospitality and beaconsmind.
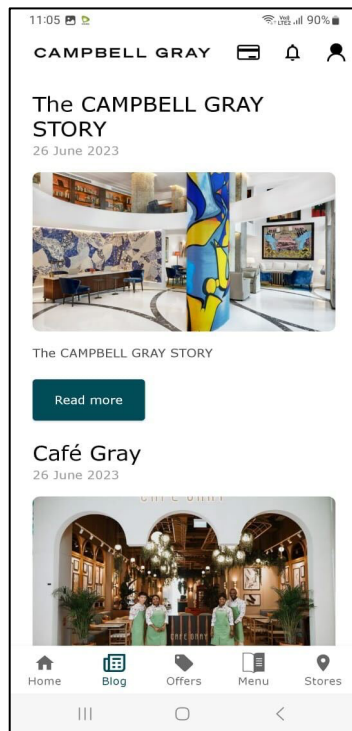
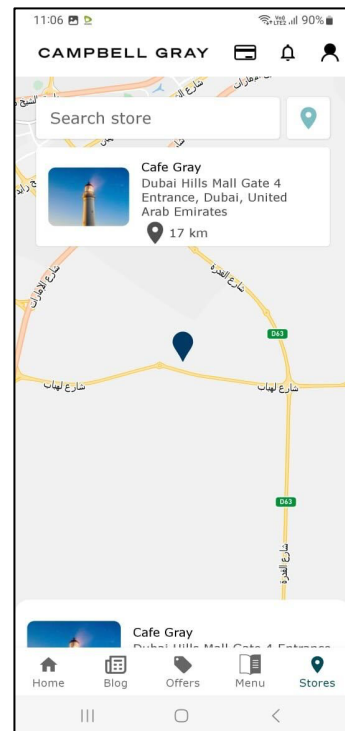## Beaconsminds Whitelabel App for Campbell Gray

Menu
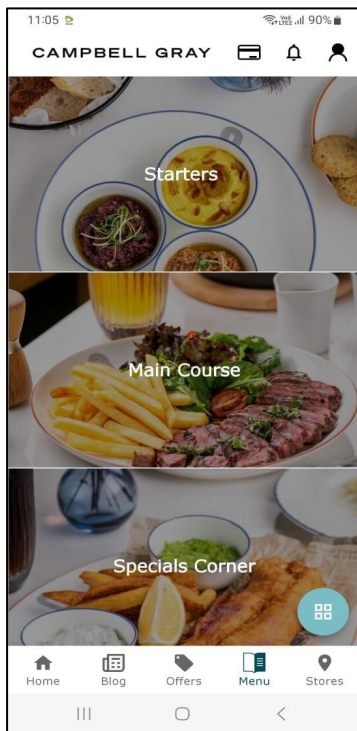
In the beaconsmind Suite, Café Gray can easily adjust, add or maintain their menu in the app.

Blog

The Suite with its user-friendly functionalities allows clients such as Café Gray to add their Blog Updates, Marketing Materials, News, Events, etc. for the "Blog" Section in the app.

Stores

Under the icon "Stores", app users can see all client's stores in just one list and can navigate to the closest one. As soon as Café Gray extends their locations with beaconsmind solution, we will see more stores/partners listed here.

beaconsmind®

Customer Card

Every customer who downloads the app will get a unique identifier with its customer card. The customer card aims to bind the app customer and extend this function with a loyalty program and/or retrieve purchase history data from the suite through the POS Integration, which Café Gray is currently running through.

➔ The App contains all the functions, that a good app needs to have. Especially under the Icons "Notification" and "Offer", customers can see their customized redeemable offers and push notifications.

➔ With our new fair pricing model, the client saves the budget. Instead of getting a highly expensive customized app, he gets an all-in-one solution from one source.

Suite cut out of some Campaigns and Notifications