BLOOM INTELLIGENCE CASE STUDY:

HOW BEACHSIDE HOSPITALITY GROUP TRANSFORMED THEIR REVIEW MANAGEMENT, MARKETING, AND GUEST DATA COLLECTION SAVING 15-20 HOURS EVERY WEEK

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INTELLIGENCE

Beachside Hospitality Group oversees 13 restaurants in 8 cities throughout the state of Florida. The management group at Beachside Hospitality ensures that every restaurant is staffed with a knowledgeable team, from store-level management to servers, bartenders to chefs, and everything in between.

Beachside faced challenges in managing its online reputation, collecting and organizing guest data, and tracking marketing ROI—the sheer volume of guest reviews and marketing tasks across various platforms consumed valuable time and resources.

Additionally, they sought a streamlined method to capture guest feedback without the cumbersome process of handing out and collecting comment cards. Enter Bloom Intelligence, whose AI-powered tools promise to simplify and enhance their review management and guest data-profile collection.

Before implementing Bloom Intelligence, Beachside Hospitality Group struggled with several key issues:

1. **Time-Consuming Review Management**

   Manually tracking and responding to reviews across multiple platforms, such as Google, Facebook, Yelp, and TripAdvisor, took hours daily.

2. **Inefficient Guest Data and Feedback Collection**

   Gathering guest data feedback relied heavily on physical comment cards, which were both intrusive and labor-intensive.

3. **Lack of Centralized Guest Data**

   Understanding and utilizing guest data to improve experiences was nearly impossible without a centralized system.

Bloom Intelligence provided a comprehensive solution:

• **Aggregated Reviews:** The platform pulled reviews from all major sites into a single dashboard, making monitoring and responding promptly easy.

• **Automated Responses:** Utilizing AI, Bloom automated responses to reviews based on predefined rules and templates, ensuring timely and consistent communication.

• **Guest WiFi, Guest Data Collection, and Marketing Automation:** By leveraging guest WiFi, Bloom collected detailed guest profiles without requiring manual input, streamlining the feedback process.

Julia Cassino, Director of Marketing and Events at Beachside Hospitality Group, highlights the seamless integration process:

> "The team at Bloom has been very communicative. Integration was easy, and their team offers constant support in being proactive with goals for our brand when it comes to guest WiFi targeting, AI review responses, and the plethora of other offers that Bloom supports."

THE RESULTS

The impact of Bloom Intelligence on Beachside Hospitality Group was transformative:

• **Significant Time Savings:** The team saves 15-20 hours per week with automated review management. Julia Cassino noted, "AI automation has been a lifesaver when it comes to time management. With over 12 restaurants, responding to reviews across all platforms was an arduous task that took hours to complete every day. This has simplified so much for our team, allowing us to really focus on guest retention for experiences that weren't 5-star."

- **Enhanced Guest Insights**: The centralized data platform of Bloom Intelligence empowered Beachside to track e-club member offer redemption in real-time and identify the most effective offers, bringing guests back repeatedly.

- **Improved Guest Engagement:** The automated feedback collection and response of Bloom Intelligence not only improved efficiency but also helped maintain a high standard of guest satisfaction by proactively addressing issues.

JULIA RECOMMENDS BLOOM INTELLIGENCE

Bloom Intelligence's AI-powered tools have been a game-changer for Beachside Hospitality Group. Julia Cassino states, "The team at Bloom is always available to help. They are always looking for ways to better the platform and take into account what our needs are and how they can assist in making our lives easier."

By streamlining guest data collection, reputation management, and marketing automation, Bloom Intelligence has allowed Beachside Hospitality Group to focus more on what truly matters—providing exceptional guest experiences and driving business growth.

WANT TO FIND OUT MORE?

Discover how Bloom Intelligence's AI-powered automation **gives you back your time, makes your life easier, and drives sales.** Contact Bloom Intelligence for a demo and see how easy it is to get started.

DISCOVER BLOOM INTELLIGENCE

Bloom's integration of a CDP with marketing automation and reputation management systems presents an unparalleled opportunity for restaurants to revolutionize their guest engagement and operational efficiency.

For restaurant executives looking to stay ahead in a competitive market, exploring the capabilities of a CDP is not just an option but a necessity.

Schedule a demo today to experience firsthand how a Customer Data Platform can redefine your restaurant's approach to guest data, marketing efficiency, and online reputation management. Embrace the future of restaurant management with a solution that addresses your core needs while propelling your business toward greater success.

Incorporating a CDP isn't just an investment in technology - it's an investment in understanding and catering to your patrons like never before. It's a step toward making every guest's experience exceptional and every decision data driven.

Don't let your restaurant be left behind in the evolving digital landscape. Act now and explore the potential of a Customer Data Platform and transform the way you connect with your guests.

Act now, explore the potential of a Customer Data Platform, and transform the way you connect with your guests.

We invite you to see the capabilities of Bloom Intelligence firsthand. Contact Bloom today for a free demo, and take the first step towards redefining your restaurant's relationship with your guests through the power of a CDP integrated with marketing automation and reputation management.

**Schedule a Free Demo
Call: 727-877-8181**

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