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Centric Consulting and Grand Lucayan Resort Partner to Offer Guests a Better, More Personalized Experience Using Mobile Technology

Freeport, Bahamas – [Grand Lucayan Bahamas](#), a resort located on Grand Bahama Island, teamed up with Centric Consulting to develop one of the first mobile applications that employ beacon technology to connect directly with guests via their smartphones.

Using Centric's [BlueBeak](#) customer engagement platform, the app helps the resort engage more deeply and conveniently with guests before, during and after their visit.

The mobile solution uses Bluetooth wireless beacons, which are devices that detect nearby smartphones to send relevant and real-time coupons, notifications and other messages. All of the resort's restaurants, bars and recreational facilities now have beacons installed throughout their space and can detect when a guest and their phone is nearby.

Usage options of this functionality are many. Now, when guests want to find a fine dining restaurant on the property, they can search the app's directory for a list of restaurants, access menus and other information and get turn-by-turn directions to each establishment from their rooms. Guests can now also receive promotions and other notifications. For example, when a guest walks by the poolside bar, they can be alerted in real time of happy hour drink specials.

"Always striving to give our guests the ultimate Bahamian experience, this easy-to-navigate application will enable guests to stay connected to their loved ones and access special deals and promotions, property layouts, fitness and activity schedules, and more," said Tom Anderson, Chief Marketing Officer, Grand Lucayan Bahamas.

Centric's Miami mobility team, led by Chris Martinez, helped design the mobile front end, consulted on the placement of beacons and associated messaging, tested the app and trained the resort staff.

"We were honored to partner with Grand Lucayan for this project and were impressed by their vision in using this new technology," said David Andrade, Centric Consulting's Miami Practice Lead. "The new app essentially gives each guest a 24x7 personal concierge, which greatly elevates the guest experience and service Grand Lucayan is able to deliver."

Now, all pre-arrival correspondence to guests includes a link to the app store to download the app prior to arrival. Guests can also download the app while at the resort through the numerous place cards found around the property that include a QR-code.

"The entire team at Grand Lucayan takes pride in our commitment to offer the most personalized service and recognizes the need to embrace technologies that further enhance the experience of our valued guests," said Anderson. "We believe BlueBeak, our new mobile application from Centric Consulting, is a testament to our commitment."

About Centric Consulting and BlueBeak

Centric Consulting is a business consulting and technology solutions firm providing full-service consulting services. Centric's expert consultants help clients tackle their toughest business challenges with innovative, balanced, and measurable solutions. With more than 500 employees in 10 cities across the U.S., Centric is known for helping clients drive operational efficiency, improve customer service, and increase profitability. Centric was founded in 1999 and is a privately owned company. Learn more by visiting www.centricconsulting.com.

For more information about how BlueBeak is connecting businesses and customers, please visit www.BlueBeak.com.

For More Information, Contact:

Misty Walsh

571.643.6480

misty.walsh@centricconsulting.com