

Beachy

Delivering Five-Star Service Across a High-Volume Island Resort

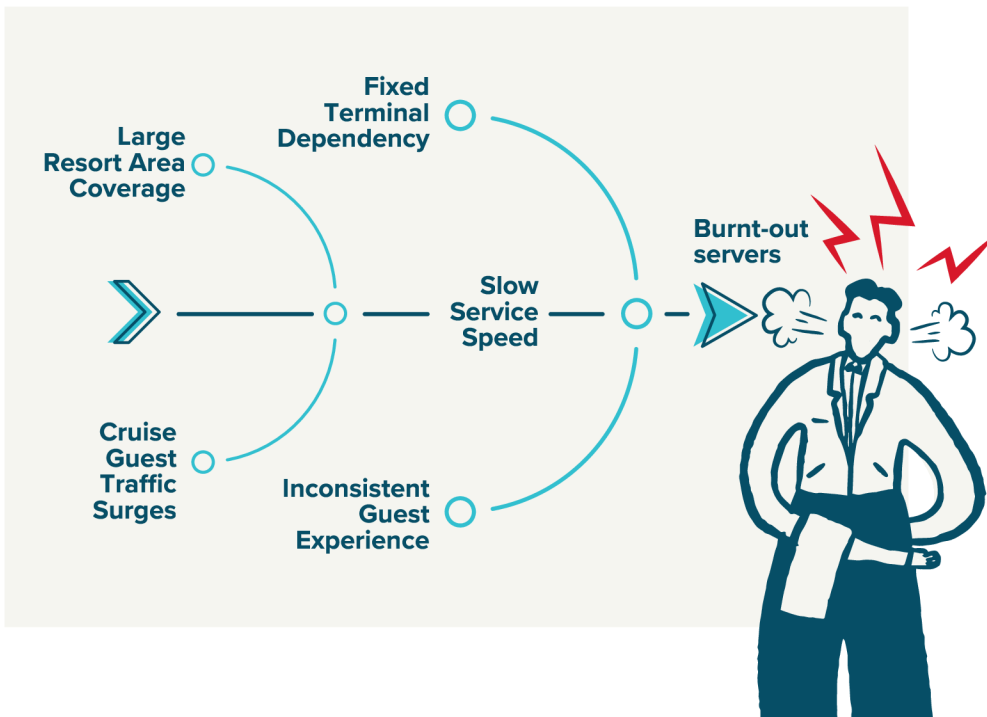
The Challenge

With the immense acreage and extensive amenities at Resorts World Bimini, servers were covering expansive areas. They lost valuable time moving back and forth to fixed terminal POSs, creating natural bottlenecks in the workflow.

They also welcome all major cruise lines, such as Virgin Voyages, Royal Caribbean, Carnival, MSC, Celebrity, Holland America, and Norwegian. This brings the unique challenge of sudden, high-volume traffic. Large groups arrive in limited time windows, requiring even faster service speed.

Resorts World Bimini prides itself on providing five-star service to guests everywhere on the property. The resort aims for fast, reliable service that meets Forbes Standards at every touchpoint. To achieve this, its major goal was to give servers and staff an efficient system, so they could spend more time with guests.

According to a [HotelTechReport survey](#), when asked about the most important value propositions of technology, 39% of hoteliers placed a high value on “improving operational efficiency,” and another 31% on “transforming guest journeys.”

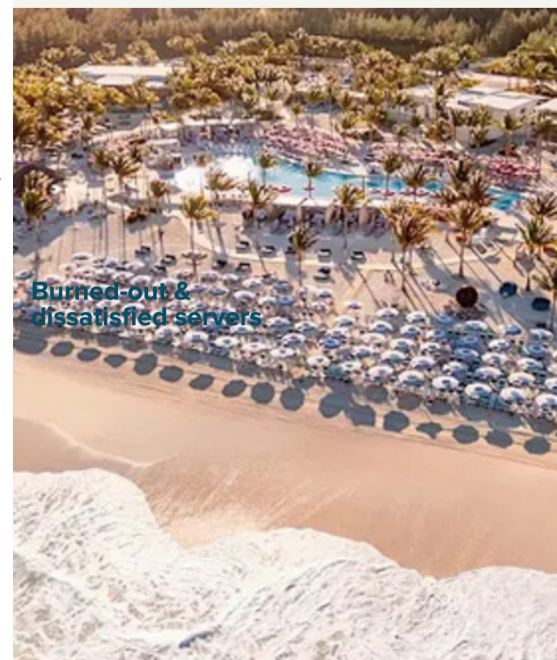


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Guests can digitally tip, sign, and get a receipt instantly- it’s easy for everyone. This also makes my end of shift process seamless: no more paper!

The Client

Resorts World Bimini is located 50 nautical miles off the coast of South Florida, on the charming seven-mile island of Bimini. In addition to being surrounded by white sand beaches and turquoise waters, the property boasts a 305-room hotel, 10 bars and restaurants, three pools, a 10,000 sq. ft. slots and table games casino, and its world-renowned Bimini Beach, offering chairs and cabanas that accommodate more than 2,800 guests.



The Solution

With their sights set on providing the highest level of customer experience, Resorts World Bimini implemented Beachy's dynamic Food and Beverage solution at their world-renowned 4.5-acre beach club. Given the impact of this first deployment, the resort expanded Beachy into nearly every food & beverage revenue outlet on the property including pools, dining venues, and other high-touch guest environments. What began as a target solution quickly proved valuable wherever speed, mobility, and personal service mattered, ultimately resulting in Beachy being adopted across the resort.

Beachy's Food and Beverage solution enables Resorts World Bimini to deliver high-quality speed of service wherever they go on property. Unlike traditional mobile POS platforms that rely entirely on property WiFi, Beachy runs seamlessly on dedicated cellular or WiFi. Resorts World Bimini did not need to upgrade its wireless network or invest in additional infrastructure to expand mobile service. Beachy enabled revenue growth across a complex outdoor environment without incremental IT spend, gave staff the ability to place F&B orders while standing with guests, and allowed them more personal face time while their orders were being processed and delivered.

The Results

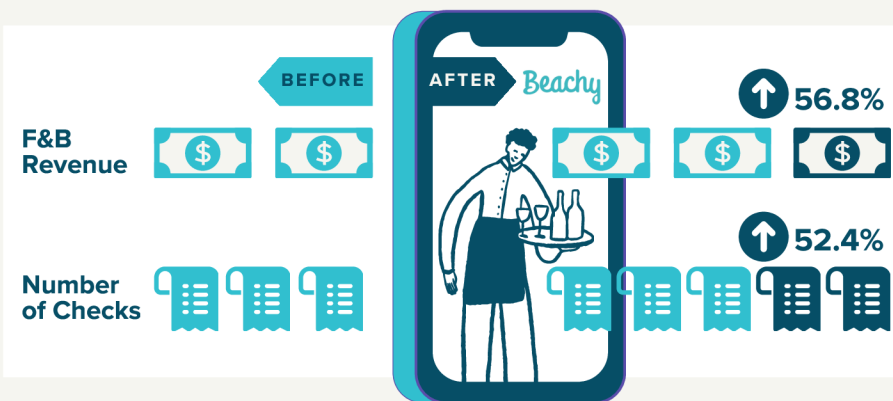
After successfully onboarding and integrating Beachy at Resorts World Bimini, they saw drastic improvements in operational efficiency wherever Beachy was implemented, leading to increased customer and employee satisfaction and higher gratuity earnings.

The result was a smoother, more controlled operation across a previously difficult-to-manage footprint. Order throughput increased, revenue capture improved, and service became more predictable during peak demand times. With a marked increase in guest satisfaction, servers saw a significant increase in gratuities, boosting morale and strengthening staff retention.

After a year of using Beachy Food and Beverage on the property, Resorts World Bimini saw its year-over-year food & beverage sales increase 56.8%, as well as its number of checks increase 52.4%.

By closing operational gaps in complex service environments, Beachy helped transform guest service into a more efficient, profitable, and consistently high-quality experience – for guests, staff, and the operation as a whole.

All of these improvements were achieved with zero capital expenditure or IT investments, and implementation took only four weeks, not months.



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Forbes Standards

To abide by Forbes Travel Guide Hotel Standards, drinks at a bar/lounge should be delivered within 10 minutes of a guest placing an order. Adhering to Forbes standards is a high priority for resorts like Resorts World Bimini, so achieving this lead time is critical.

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Not only is Beachy easy to use, but the seamless integration to InfoGenesis made importing menus and prices a breeze!

Beachy

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