

Solve the 7 Biggest Commercial Challenges in Nightclubs

How Commercial Directors increase revenue, reduce operating costs and improve guest spending with **smart nightclub lockers**.



New Revenue



Premium Experience



Operational Efficiency



Digital Payments



Guest Satisfaction



Manual Cloakrooms Reduce Profitability

Traditional cloakrooms create hidden commercial costs.

 High staffing costs

 Cash handling

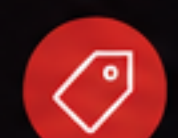
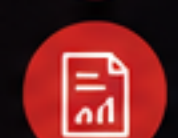
 Slow transactions

 Limited storage capacity

 Long guest queues



TRADITIONAL CLOAKROOM

-  Labour intensive
-  Manual payments
-  Queue delays
-  Fixed pricing
-  No reporting



VPOD SMART LOCKERS

-  Self-service
-  Digital payments
-  Dynamic pricing
-  Higher capacity
-  Live reporting



Turn storage from a cost centre into a **revenue stream**.

The 7 Biggest Commercial

01

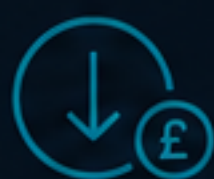


Manual Cloakrooms



High staffing requirements increase operating costs.

02

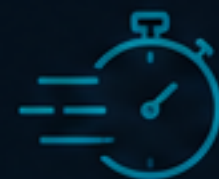


Lost Revenue



Free storage creates no commercial return.

03



Queue Bottlenecks



Guests spend less time purchasing drinks.

04



Cash Handling



Manual payments increase admin and risk.

05



Poor Guest Experience



Queues create frustration before guests enter.

06



No Commercial Reporting



No visibility into locker performance.

07



Limited Capacity



Storage reaches capacity during peak events.



Every inefficient storage process **reduces revenue opportunities.**

How Smart Lockers Increase Revenue

Smart lockers create a seamless storage experience that drives more revenue at every stage of the guest journey.

01



Guest Arrives



Guests arrive at the venue and head straight to the locker area.

02



Store Bag



Guests securely store their bags in a smart locker in under 30 seconds.

03



Digital Payment



Digital payments increase spend and remove cash handling costs.

04



Venue Entry



Faster entry and shorter queues mean more time inside the venue.

05



Purchase Drinks



Guests spend more time in the venue and purchase more drinks.

06



Collect Belongings



Quick and easy bag collection improves guest satisfaction.

07



Reporting



KEY BENEFITS



Automated payments

Increase revenue and eliminate cash handling.



Flexible pricing

Use dynamic pricing to optimise for demand and events.



Higher throughput

Parallel self-service reduces queues and increases flow.



More guest spend

More time inside the venue leads to higher bar spend.



Live reporting

Real-time insights help you make smarter commercial decisions.



More revenue. Better efficiency. Happier guests. Stronger bottom line.

The ROI of Smart Nightclub Lockers

Smart lockers deliver measurable financial returns across every event and every night.

VPOD LOCKERS



Storage
Revenue



+25-40%

Create a new, high-margin revenue stream from every guest.



Labour
Costs



-40-60%

Reduce cloakroom staffing requirements and lower operating costs.



Guest
Waiting Time



-50-70%

Shorter queues mean faster entry and more time to spend.



Locker
Utilisation



+30-60%

Higher utilisation through dynamic pricing and real-time management.



Bar
Spending



+15-30%

Guests spend more with less waiting and a better overall experience.



Operational
Visibility



100%

Live reporting and analytics give you full control and better decisions.



Generate more revenue without increasing staffing.

GUIDE 1

Calculate Your Commercial ROI

Discover how much additional revenue and operational savings your venue could achieve with **Vpod Smart Lockers**.

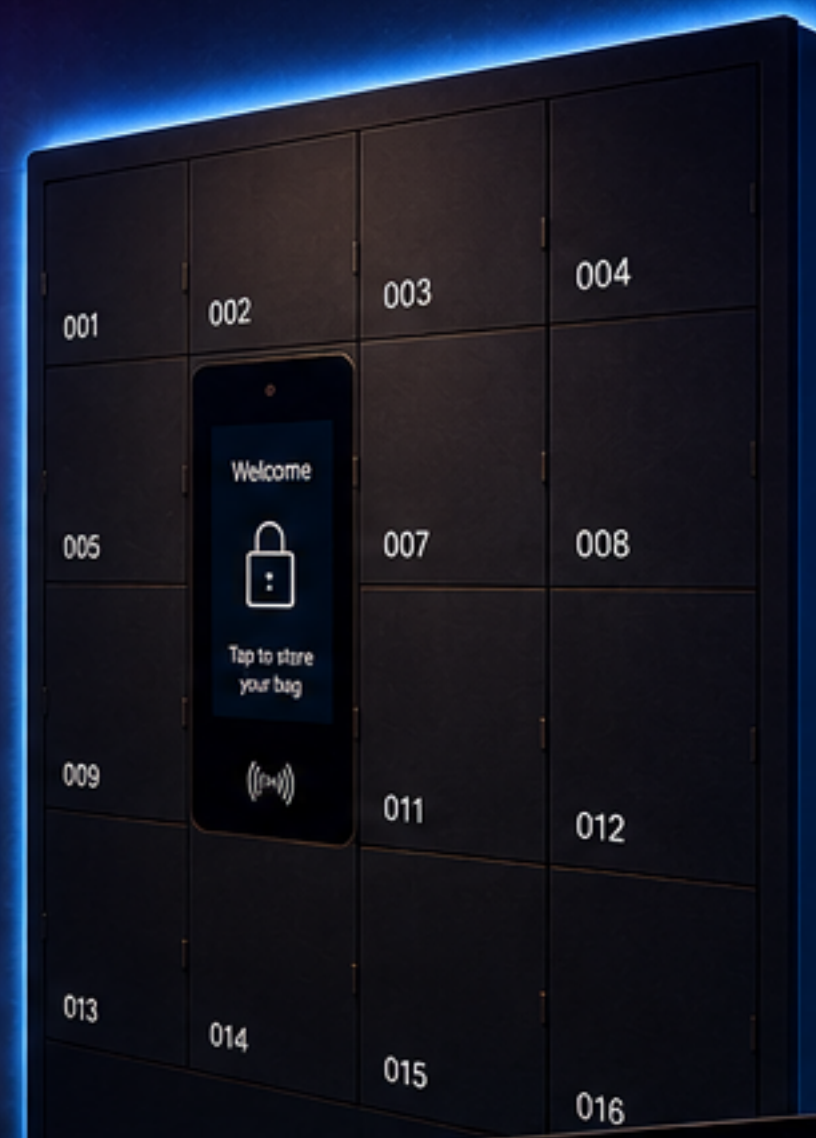


CALCULATE YOUR ROI >

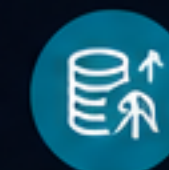


BOOK A DEMO >

NIGHTCLUB



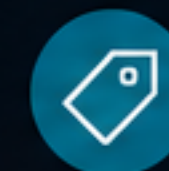
Why Commercial Directors Choose Vpod



New revenue streams



Lower staffing costs



Dynamic pricing



Live reporting



Enterprise platform



More revenue.

Lower costs.

Better venue performance.