

The Commercial Manager's Guide to Growing Revenue with Smart Leisure Lockers

Discover how smart leisure lockers create new revenue opportunities, improve member experience and increase the commercial performance of your leisure facility.



Create new revenue streams



Improve member experience



Increase commercial performance



NEW REVENUE OPPORTUNITIES



HIGHER MEMBER SATISFACTION



PREMIUM EXPERIENCE



BETTER ASSET UTILISATION



STRONGER ROI



Unlocking New Revenue Opportunities

Today's leisure centres face increasing pressure to **grow revenue** while delivering exceptional customer experiences.

Traditional lockers simply provide storage.

Smart leisure lockers become a commercial asset that supports **revenue growth** and operational efficiency.

Commercial Managers are increasingly looking for ways to:



Generate additional ancillary income



Increase revenue per visitor



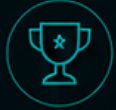
Improve customer retention



Enhance premium member experiences



Reduce operational costs



Differentiate their leisure offering



Maximise return from existing facilities



Smart leisure lockers help transform an everyday facility into a **valuable commercial opportunity.**



Where Commercial Value Comes From



Premium Locker Rental

Offer secure paid lockers for members and visitors.



Digital Upselling

Promote memberships, classes or retail offers through digital interfaces.



Improved Member Experience

Reduce friction and increase customer satisfaction.



Better Space Utilisation

Generate more value from existing locker areas.



Reduced Operational Costs

Lower administration and maintenance costs improve profitability.



Increased Customer Loyalty

Convenient facilities encourage repeat visits and member retention.



The best locker investment creates value long after installation.



Six Ways Smart Leisure Lockers Increase Revenue



Paid locker rental

Offer convenient, secure paid lockers for members and visitors.



Premium changing experiences

Create a modern, premium environment that elevates perceived value.



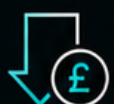
Retail and café promotion

Use locker screens to promote retail, café offers and seasonal campaigns.



Membership retention

Improve satisfaction and loyalty with better, more convenient facilities.



Operational savings

Reduce staff time, administration and maintenance costs.



Better utilisation of existing space

Generate more value from your current locker areas.



Every customer interaction is an opportunity to **increase lifetime value.**

REFUEL
RECHARGE
PERFORM

20% OFF
PROTEIN SHAKES
THIS MONTH



001

002

003

004

005

006

007

008

Building a Commercial Growth Strategy

Questions every Commercial Manager should ask

- ✓ Can lockers generate new income?
- ✓ Will this improve customer satisfaction?
- ✓ Can it increase repeat visits?
- ✓ Will it reduce operating costs?
- ✓ Can it support premium memberships?
- ✓ Will it improve overall profitability?

Commercial outcomes

- £ Increased ancillary revenue
- People Improved customer retention
- Bar chart Higher revenue per visitor
- Star Better member satisfaction
- Trophy Stronger commercial performance
- Plant Sustainable long-term growth

ACHIEVE MORE UPGRADE TODAY

- PREMIUM MEMBERSHIPS
- PERSONAL TRAINING
- GROUP CLASSES
- WELLNESS HUB



Every customer interaction is an opportunity to **increase lifetime value.**

Start Unlocking New Revenue

Why Vpod?



Flexible
commercial models



Industry-leading
smart locker technology



Cloud
management



Revenue-generating
locker solutions



Proven
operational savings



Trusted
by leading leisure
organisations

Book Your Free Commercial Review

We'll help you:



Identify revenue opportunities



Assess your locker operation



Calculate potential commercial returns



Build a tailored revenue strategy



**MORE
REVENUE**



**HAPPIER
MEMBERS**



**LOWER
COSTS**



**STRONGER
PERFORMANCE**



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