

The Customer Experience Manager's Guide to Improving the Member Journey with Smart Leisure Lockers

Discover how smart leisure lockers reduce friction, improve convenience and create a smoother member journey across your leisure facility.

Inside this guide



Reduce member frustration



Improve locker convenience



Create a smoother customer journey



Reduce member
frustration



Improve locker
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Why the Locker Experience Matters

Members judge a leisure facility by more than the gym floor, swimming pool or fitness classes. The overall experience is shaped by every interaction before, during and after their visit.

Locker areas can quickly become a source of frustration:



Long queues during peak periods



Lost keys or wristbands



Broken or unavailable lockers



Confusing access instructions



Concerns about security



Delays when staff assistance is needed



Poor locker availability



Congested changing areas

For Customer Experience Managers, locker performance can influence:



Member
satisfaction



Customer
complaints



Online reviews



Repeat visits



Membership
retention



Facility
reputation



A smoother locker experience helps create a more positive visit
from arrival to departure.

Where Friction Appears in the Member Journey

Locker-related problems can affect several stages of the customer journey.

1 Arrival



Members may struggle to find an available locker or understand how the system works.

2 Access



Keys, coins, wristbands or complicated instructions can slow down locker use.

3 During the Visit



Members may worry about security or forget their locker number or access details.

4 Support



Staff may be interrupted to open lockers, replace keys or resolve access problems.

5 Departure



Locker congestion can create queues and delay members leaving the facility.

6 After the Visit



A poor locker experience may lead to complaints, negative reviews or reduced satisfaction.

Smart leisure lockers help remove these points of friction by providing:



Simple digital access



Clear instructions



Faster allocation



Improved availability



Secure access



Remote support



Every unnecessary locker interaction adds friction to the member journey.

How Smart Lockers Improve the Experience

Smart leisure lockers make storage easier, faster and more convenient for members.



Keyless Access

Members can use PIN codes, QR codes, RFID cards, membership cards or mobile devices.



Faster Locker Use

Simple digital access reduces queues and removes the need to manage physical keys.



Improved Availability

Real-time visibility helps members find available storage more quickly.



Better Security

Controlled digital access gives members greater confidence that belongings are protected.



Faster Problem Resolution

Teams can remotely support users, unlock doors and investigate access issues.



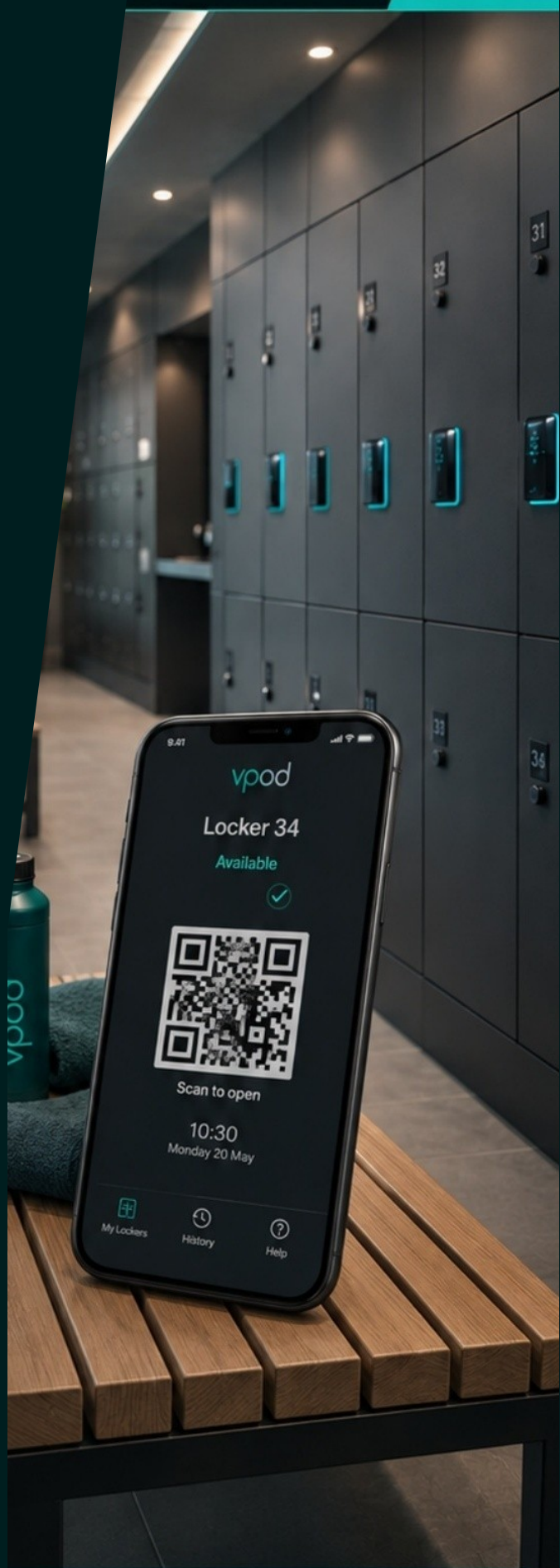
Greater Accessibility

Configurations can support different user needs and accessibility requirements.



Consistent Experience

A standard digital process creates a reliable experience across locker areas or facilities.



Smart lockers turn storage from a potential frustration into a simple part of the visit.

Measuring the Impact on Member Experience

Customer Experience Managers need clear evidence that service improvements are delivering results.

Smart locker platforms can provide data and insights including:



Locker usage levels



Peak demand periods



Locker availability



Average session duration



Failed access attempts



Out-of-service lockers



Support requests



Usage by location or facility

This information can help teams:



Identify locker shortages



Improve changing-room layouts



Reduce peak-period congestion



Resolve recurring problems



Plan future locker capacity



Improve customer communication



Compare performance across sites

Customer Experience KPIs to Monitor



Locker-related
complaint volume



Member
satisfaction scores



Average issue
resolution time



Peak-period
availability



Staff interventions



Repeat service
issues



Positive / negative
review themes



Better data helps Customer Experience Managers move from reacting to complaints to preventing them.

Start Improving the Member Journey

Whether you are upgrading an existing locker area or planning a new leisure facility, Vpod Smart Lockers can help create a smoother and more convenient member experience.

Why Vpod?

-  Industry-leading smart locker technology
-  PIN, QR, RFID and mobile access options
-  Cloud-based management platform
-  Remote monitoring and support
-  Flexible locker configurations
-  Scalable across multiple leisure facilities
-  Trusted by leading organisations



Book Your Free Member Experience Review

Our specialists will help you:

-  Assess your current locker journey
-  Identify common member frustrations
-  Review peak-period locker demand
-  Explore opportunities to reduce complaints
-  Recommend a tailored smart locker solution
-  Build a stronger customer experience strategy



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