

The General Manager's
Guide to

Improving Member Experience

with Smart Leisure Lockers

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



Improve member
satisfaction



Reduce queues and
complaints



Create a smoother
customer journey

Why Locker Experience Matters

Members judge the quality of a leisure facility by more than the gym floor, pool or classes. Small frustrations can quickly affect the overall experience.

Common friction points



Queues for lockers



Lost keys and wristbands



Broken or unavailable lockers



Complicated access processes



Limited storage availability



Staff interruptions



Concerns about security



Poorly maintained changing areas

For General Managers, locker performance can influence:



Member satisfaction



Customer complaints



Staff workload



Facility reputation



Repeat visits



Membership retention



Online reviews

Smart leisure lockers help turn an everyday facility into a faster, easier and more reliable part of the member journey.



A better member experience begins with removing everyday friction.

The 7 Biggest Locker Experience Challenges



1



Long Queues

Members may wait for locker access during peak periods.



2



Lost Keys & Wristbands

Replacements create delays and frustration.



3



Unavailable Lockers

Members struggle to find a working locker when demand is high.



4



Poor Reliability

Broken doors and lock failures reduce confidence.



5



Security Concerns

Members want reassurance that their belongings are protected.



6



Staff Dependency

Reception and facilities teams are regularly interrupted by locker issues.



7



Inconsistent Experiences

Different access systems and locker conditions create confusion.



Members should spend less time managing storage and more time **enjoying the facility.**

How Smart Leisure Lockers Improve the Member Journey



Keyless access

Members use PIN codes, QR codes, RFID cards or mobile credentials.



Faster locker access

Simple digital access reduces waiting and confusion.



Real-time availability

Members and staff can quickly identify available lockers.



Improved reliability

Modern technology reduces failures and out-of-service lockers.



Greater security

Controlled access and digital audit trails improve confidence.



Flexible locker allocation

Lockers can be allocated automatically based on availability and demand.



Remote support

Staff can resolve many issues without visiting the locker area.



Consistent experience

The same access journey can be delivered across multiple areas or sites.



Fast, secure and convenient storage creates a stronger experience at every visit.

Member Experience

Outcomes

General Manager Objective	Member Benefit
 Reduce waiting times	Faster access to lockers
 Improve reliability	More lockers available for use
 Reduce complaints	Fewer access and key-related issues
 Improve security	Greater confidence in storage
 Reduce staff intervention	Faster self-service journeys
 Improve changing areas	A more modern, premium environment
 Increase satisfaction	A smoother overall visit



RESULTS



Fewer customer complaints



Improved locker availability



More positive reviews



Shorter queues



Better member satisfaction



Stronger member retention

Convenient facilities encourage members to return more often and stay for longer.

Start Improving Your Member Experience

Whether you are replacing ageing lockers or upgrading your leisure facility, Vpod Smart Lockers help create a more convenient, reliable and member-friendly environment.

Why Vpod?

- ✓ Industry-leading smart locker technology
- ✓ Keyless member access
- ✓ Cloud-based management
- ✓ Real-time monitoring and reporting
- ✓ Flexible locker configurations
- ✓ Trusted by leading leisure organisations



Book Your Free Member Experience Review

- ✓ Review your current member journey
- ✓ Identify locker-related friction
- ✓ Assess queue and availability challenges
- ✓ Explore opportunities to reduce complaints
- ✓ Build a member-focused locker strategy



Book a Demo



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