

THE PERSONA & PAIN POINT CONVERSION ENGINE

Turning real-world operational challenges into smart storage solutions and measurable outcomes.



9 KEY PERSONAS. 59 CRITICAL PAIN POINTS. 1 GOAL.

Smarter Operations. Better Experiences. Measurable Results.

FACILITIES MANAGER	OPERATIONS DIRECTOR	SECURITY MANAGER	WORKPLACE MANAGER	HOTEL GM	VENUE OPERATIONS MANAGER	IT DIRECTOR	RECEPTION MANAGER	COMPLIANCE / SAFETY MANAGER
12 Pain Points	10 Pain Points	9 Pain Points	7 Pain Points	6 Pain Points	6 Pain Points	5 Pain Points	3 Pain Points	1 Pain Point



TARGETED SOLUTIONS

Address the right challenges for each persona.



BETTER EXPERIENCES

Improve satisfaction across every touchpoint.



OPERATIONAL EXCELLENCE

Eliminate friction and drive efficiency.



RISK & COMPLIANCE

Strengthen security, safety and regulatory confidence.



COST OPTIMISATION

Reduce costs and maximise resource utilisation.

**FROM PAIN POINTS TO PERFORMANCE.
WE TURN CHALLENGES INTO OPPORTUNITIES.**



FACILITIES MANAGER

KEEPING WORKPLACES EFFICIENT,
SECURE & WELL-MANAGED



Responsible for daily building operations



Manages space, services, assets & people



Focused on efficiency, cost control & employee experience

TOP 12 PAIN POINTS

FACILITIES MANAGERS FACE EVERY DAY

Inefficient storage, unmanaged deliveries and limited visibility create daily challenges – driving up costs, wasting time and impacting workplace experience.



THE GOAL: Streamline operations, reduce costs, improve security and deliver a better experience for everyone in the building.

PP01

PARCEL ROOM OVERFLOW



Parcel rooms fill up quickly, leading to clutter, misplaced items and frustrated teams.

PP02

RECEPTION PARCEL CONGESTION



Reception areas become cluttered with parcels, disrupting the flow of people and work.

PP03

DELIVERY ACCESS CONTROL



Unverified couriers and uncontrolled access increase security risks across the building.

PP04

COURIER WAIT TIMES



Couriers wait too long to gain access or drop off items, causing delays and dissatisfaction.

PP05

DELIVERY STAFFING COSTS



High volumes of deliveries require more staff, increasing operational overheads.

PP06

COLLECTION STAFFING COSTS



Managing employee and visitor collections manually drives up staffing requirements.

PP07

EMPLOYEE LOCKER SHORTAGES



Not enough lockers for employees leads to frustration and poor utilisation of space.

PP08

HYBRID WORK STORAGE PROBLEMS



Hybrid and flexible working creates unpredictable demand for storage and lockers.

PP09

VISITOR STORAGE PROBLEMS



Visitors have nowhere secure to store belongings, impacting their experience.

PP10

ASSET TRACKING PROBLEMS



Lack of visibility over assets makes tracking, locating and accountability difficult.

PP11

ASSET MANAGEMENT COSTS



Poor asset visibility and inefficient processes increase the total cost of ownership.

PP12

LOVIEE AVAILABILITY ISSUES



Employees can't find available devices when they need them, reducing productivity.

THE IMPACT ON FACILITIES TEAMS



WASTED TIME

Manual processes and inefficiencies consume valuable time.



HIGHER COSTS

More staff, more space and more admin drive up operational costs.



INCREASED RISK

Security gaps, lost items and lack of visibility create risk.



POOR EXPERIENCE

Employees, visitors and couriers experience delays and frustration.



LOWER EFFICIENCY

Bottlenecks and manual workflows reduce overall operational efficiency.



THE SOLUTION: Smart locker systems, automated processes and real-time visibility. **More control. Less cost. Better experience.**

OPERATIONS DIRECTOR

Driving Operational Excellence,
Efficiency & Scalable Growth



IMPROVE
EFFICIENCY



REDUCE
COSTS



OPTIMISE
WORKFLOWS



SUPPORT
SCALE



ROLE FOCUS

Ensure smooth daily operations, remove inefficiencies, manage resources, and deliver cost-effective, scalable processes across the organisation.



KEY RESPONSIBILITIES

- ✓ Operational performance & efficiency
- ✓ Process improvement
- ✓ Resource & capacity management
- ✓ Cost control & productivity
- ✓ Cross-departmental coordination
- ✓ Risk & issue resolution

“Operational issues cost more than money – they impact productivity, customer experience and growth.”

TOP 10 PAIN POINTS

Key operational challenges that impact efficiency, cost and scalability.

PAIN POINT #	PAIN POINT	IMPACT
 PP13	Collection Delays	Slow collections disrupt workflows and reduce overall productivity.
 PP14	Collection Queue Problems	Long queues create congestion, frustration and resource waste.
 PP15	Operational Bottlenecks	Bottlenecks slow processes and limit the ability to scale.
 PP16	Equipment Bottlenecks	Limited equipment availability delays tasks and impacts output.
 PP17	Manual Asset Logging	Manual processes are time-consuming, error-prone and hard to manage.
 PP18	Asset Availability Issues	Assets are unavailable or untracked, causing delays and inefficiencies.
 PP19	Lost Property Administration	High admin workload and poor tracking increase costs and dissatisfaction.
 PP20	Workflow Inefficiency	Inefficient workflows waste time and increase operational complexity.
 PP21	Storage Capacity Constraints	Insufficient storage limits operations and hinders business growth.
 PP22	Labour Dependency	Over-reliance on manual labour drives up costs and reduces agility.

10

CRITICAL PAIN POINTS

Addressing these challenges is essential to improve efficiency, reduce costs and support scalable operations.



IMPROVE
FLOW



REDUCE
COSTS



INCREASE
PRODUCTIVITY



ENABLE
SCALABILITY



REDUCE
RISK



SECURITY MANAGER

PROTECTING PEOPLE, ASSETS & INFORMATION IS THE PRIORITY

- Mitigates risk and prevents security incidents
- Ensures compliance with policies and regulations
- Maintains secure, efficient and controlled environments

TOP 9 PAIN POINTS

FACILITY SECURITY MANAGERS FACE EVERY DAY

Security teams are under constant pressure to protect people, assets and data while ensuring smooth operations and compliance.



THE GOAL: Strengthen security, close visibility gaps, ensure compliance and create a safer environment for everyone in the building.

PP23

DELIVERY ACCESS CONTROL



Unverified couriers or uncontrolled access to delivery areas increases the risk of threats, theft and unauthorised entry.

PP24

PARCEL THEFT



Parcels left in unsecured areas or unmanaged processes lead to theft, tampering and loss.

PP25

DELIVERY CHAIN OF CUSTODY



Lack of clear accountability between delivery, storage and collection creates risk and complicates incident investigations.

PP26

UNAUTHORISED ACCESS



Tailgating, weak verification and shared access points allow unauthorised individuals into restricted areas.

PP27

AUDIT TRAIL GAPS



Inaccurate or incomplete records make it difficult to track activity, prove compliance or investigate security incidents.

PP28

BAG CHECK DELAYS



Manual bag checks slow down entry points, create queues and impact the overall security experience.

PP29

SECURITY SCREENING DELAYS



Inefficient screening processes cause delays, congestion and frustration for visitors and staff.

PP30

VISITOR BAG STORAGE RISK



Insecure or unmonitored storage of visitor bags creates potential security risks and liability.

PP31

SECURITY QUEUE BOTTLENECKS



High footfall and inefficient processes lead to bottlenecks at entry points and increase operational pressure.

THE IMPACT ON SECURITY OPERATIONS



HIGHER RISK

Increased exposure to threats, theft and safety incidents.



OPERATIONAL DELAYS

Queues, delays and manual processes slow down security operations.



HIGHER COSTS

More staff time, incident management and operational overheads.



POOR EXPERIENCE

Frustration for visitors, staff and delivery partners impacts satisfaction.



COMPLIANCE RISK

Audit gaps and weak processes increase compliance exposure.



THE SOLUTION: Smart locker solutions create controlled access, secure storage and a complete audit trail. **More visibility. Stronger security. Smoother operations. Better outcomes.**

WORKPLACE MANAGER

Creating a Better Workplace Experience Through Smart Storage & Equipment Management




SUPPORT
HYBRID & FLEXIBLE
WORKING


IMPROVE EMPLOYEE
EXPERIENCE









INCREASE
PRODUCTIVITY


SECURE, ACCESSIBLE
STORAGE FOR ALL


MAXIMISE SPACE
& RESOURCES

TOP 7 PAIN POINTS

Key challenges that impact employee experience, productivity and workplace efficiency.

PAIN POINT #	PAIN POINT	IMPACT
 PP32	Employee Locker Shortages	Not enough lockers for everyone, leading to frustration and admin.
 PP33	Hybrid Work Storage Problems	Employees need storage on different days but lockers are not available.
 PP34	Desk Sharing Equipment Bottlenecks	Limited shared equipment causes conflicts and slows down work.
 PP35	Laptop Loaner Delays	Slow access to loaner laptops impacts productivity.
 PP36	Device Availability Issues	Devices are often unavailable when employees need them.
 PP37	Workplace Storage Availability	Storage is hard to find, inconsistent or not aligned with demand.
 PP38	Shared Equipment Management	Lack of visibility and tracking leads to misuse, loss and inefficiency.

ROLE FOCUS


Ensure employees have the storage, equipment and resources they need – when and where they need them – to stay productive and engaged.

KEY RESPONSIBILITIES


- Enhance employee experience
- Manage workplace storage solutions
- Support hybrid & flexible work models
- Optimise equipment access & usage
- Improve space utilisation
- Reduce operational friction & delays
- Ensure security & accountability


“When employees can easily access storage and equipment, the whole workplace runs smoother.”

THE IMPACT ON YOUR WORKPLACE

 **EMPLOYEE FRUSTRATION**
Poor access to storage and equipment creates daily friction.

 **LOST PRODUCTIVITY**
Delays and bottlenecks interrupt workflow and waste valuable time.

 **HIGHER OPERATIONAL COSTS**
Inefficient processes and unavailable resources drive up costs.


 **UNDERUTILISED SPACE**
Poor management leads to inefficient use of storage and workplace areas.


 **POOR EMPLOYEE EXPERIENCE**
Inconsistent storage and equipment access impacts engagement and satisfaction.


THE SOLUTION

Smart locker and equipment management solutions provide on-demand access, real-time visibility and secure storage – supporting a flexible, productive workplace.

 **SECURE**
Keep items safe

 **VISIBLE**
Real-time insights

 **FLEXIBLE**
Access when needed

 **EFFICIENT**
Automate & simplify

HOTEL GENERAL MANAGER

Delivering Seamless Guest Experiences Through Efficient Luggage & Storage Operations



YOUR PRIORITY

Happy guests, efficient operations and a team that can focus on exceptional service – not luggage problems.



YOUR DAILY CHALLENGE

High luggage volumes, limited space and manual processes create congestion, delays and higher costs – impacting guest satisfaction and your team.



THE GOAL

Streamline luggage and storage operations to reduce congestion, cut costs and deliver a premium guest experience.

THE IMPACT ON YOUR HOTEL



LOWER GUEST SATISFACTION

Delays and frustration damage guest experience and reviews.



HIGHER OPERATING COSTS

More staff, more time and inefficient processes increase costs.



STAFF UNDER PRESSURE

Manual work overload reduces productivity and morale.



LOST REVENUE OPPORTUNITIES

Poor first impressions and delays can lead to lost business.



THE SOLUTION

Smart luggage storage and management solutions automate processes, reduce congestion and give your team back time to focus on guests.



FASTER SERVICE



LOWER COSTS



IMPROVED SECURITY



HAPPIER GUESTS

TOP 6 PAIN POINTS

Key challenges impacting your hotel operations and guest experience every day.



BETTER OPERATIONS.
HAPPIER GUESTS.

PP44



RECEPTION CONGESTION FROM LUGGAGE

Luggage piles up at reception, creating clutter, congestion and a poor first impression.

PP45



MANUAL BAG TAGGING

Time-consuming manual tagging increases errors, slows down service and frustrates guests.

PP46



LUGGAGE RETRIEVAL DELAYS

Guests wait too long for their bags, impacting satisfaction and causing delays in travel plans.

PP47



LUGGAGE STORAGE COSTS

High labour needs and inefficient processes drive up storage and operational costs.

PP48



CHECK-IN BOTTLENECKS

Luggage handling slows down check-in, creating bottlenecks during peak times.

PP49



GUEST QUEUE PROBLEMS

Long queues lead to frustrated guests and a negative impact on overall experience.



IT DIRECTOR

**ENABLE PRODUCTIVITY.
PROTECT ASSETS.
DRIVE EFFICIENCY.**



Ensure the right devices are available to the right people, when they need them



Reduce downtime, manual processes and operational risk



Improve visibility, control and return on IT assets

TOP 5 IT PAIN POINTS

CHALLENGES THAT IMPACT IT OPERATIONS EVERY DAY

Inefficient processes, limited visibility and equipment bottlenecks lead to delays, frustration and higher costs across the organisation.



THE GOAL: Ensure reliable access to IT equipment, improve asset visibility and streamline processes to support a productive and secure workplace.

PP39 LAPTOP LOANER DELAYS



Employees wait too long for loaner laptops, causing delays, downtime and lost productivity.

IMPACT
Reduced productivity and poor employee experience.

PP40 DEVICE AVAILABILITY ISSUES



Not enough devices available to meet demand, especially during peak periods or for new starters.

IMPACT
Work delays, project slowdowns and strained IT resources.

PP41 SHARED EQUIPMENT BOTTLENECKS



High demand for shared equipment leads to conflicts, limited access and inefficient use.

IMPACT
Lower utilisation of IT assets and increased frustration.

PP42 ASSET TRACKING PROBLEMS



Lack of real-time visibility makes it hard to track assets, locations, status and ownership.

IMPACT
Higher risk of loss, compliance issues and unnecessary spend.

PP43 EQUIPMENT RETRIEVAL DELAYS



Retrieving equipment from storage or other users takes too long and disrupts workflows.

IMPACT
Operational delays and reduced agility.

THE IMPACT ON IT & THE BUSINESS



LOST PRODUCTIVITY
Delays and downtime disrupt workflows and output.



HIGHER COSTS
Manual processes and underutilised assets increase overheads.



INCREASED RISK
Poor visibility leads to loss, compliance gaps and security risk.



POOR EXPERIENCE
Employees face friction and delays that impact satisfaction.



LIMITED SCALABILITY
Inefficient processes make it hard to scale IT operations.



THE SOLUTION: Smart locker solutions for IT equipment streamline access, improve visibility and ensure the right devices are available, secure and ready to use.



SECURE ACCESS



REAL-TIME VISIBILITY



AUTOMATED WORKFLOWS



BETTER EXPERIENCE



LOWER COSTS



RECEPTION MANAGER

The first point of contact.
Keeping reception flowing, guests happy
and operations running smoothly.



Happy
Guests



Efficient
Operations



Less
Stress



Better
Experience



YOUR ROLE IS CRITICAL

You set the tone for the guest experience.
But daily challenges can create congestion, delays and stress.

TOP 3 PAIN POINTS

PP50 RECEPTION CONGESTION



High volumes of guests, deliveries and enquiries cause long queues and a crowded reception area, impacting the guest experience and your ability to focus.



IMPACT

- Longer wait times
- Frustrated guests
- Increased stress for your team

PP51 LUGGAGE HANDLING DELAYS



Manual luggage processes slow down check-in and check-out, creating delays for guests and adding pressure on staff.



IMPACT

- Slower service
- Guest dissatisfaction
- Disrupted check-in/out flow

PP52 PARCEL HANDLING DELAYS



Managing incoming parcels manually leads to delays in sorting, notifying and handing over items to guests or staff.



IMPACT

- Delayed collections
- Risk of lost or misplaced items
- More admin and follow-ups

THE IMPACT ON YOUR RECEPTION



Longer queues
create congestion
and frustration



Delays reduce
productivity and slow
down operations



More pressure
on staff leads to
burnout



Poor experiences
negatively impact
reviews and loyalty



Inefficiencies
increase costs and
reduce performance



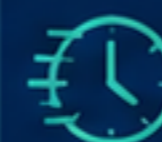
THE SOLUTION

Smart locker solutions streamline luggage, parcels and deliveries – keeping your reception clear, efficient and ready to deliver exceptional service.



REDUCE CONGESTION

Free up space
and keep reception
areas clear



SPEED UP PROCESSES

Automate luggage and
parcel handling to save
time



IMPROVE SECURITY

Secure storage
reduces risk of loss
or misplacement



ENHANCE GUEST EXPERIENCE

Happy guests, shorter
waits and a smoother
stay

A SMOOTHER RECEPTION. **HAPPIER GUESTS. MORE EFFICIENT OPERATIONS.**



COMPLIANCE / SAFETY MANAGER

Ensure Safety. Prove Compliance. Protect People and Your Organisation.

You're responsible for serious public safety and regulatory compliance. Martyn's Law places a legal duty on venues and organisations to prepare for, respond to, and mitigate terrorist attacks.



YOUR MISSION

Meet your legal obligations, reduce risk, and ensure your venue is prepared.



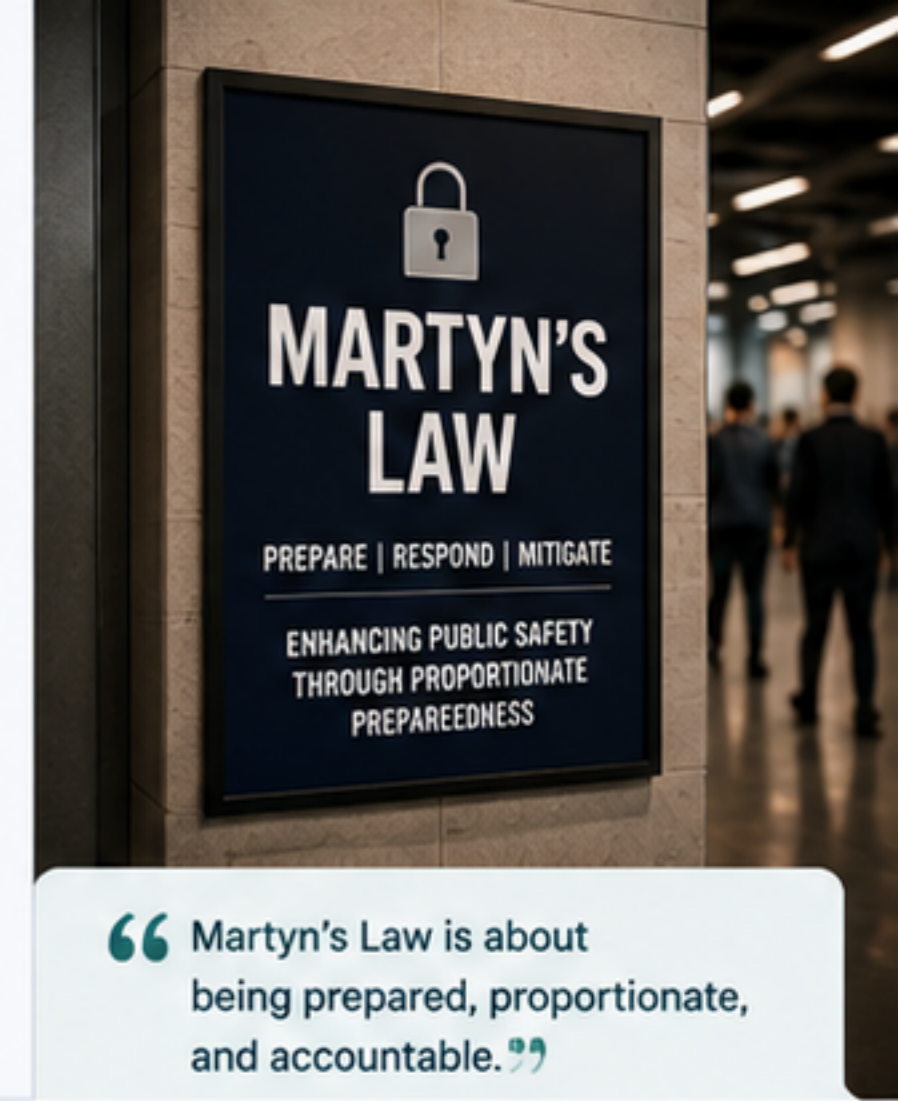
YOUR CHALLENGES

Complex compliance requirements, audit scrutiny, and ensuring effective security measures are in place and provable.



YOUR PRIORITIES

- ✓ Achieve and demonstrate compliance
- ✓ Reduce risk and protect the public
- ✓ Maintain clear audit trails
- ✓ Build operational resilience



“ Martyn's Law is about being prepared, proportionate, and accountable.”

PP59 MARTYN'S LAW COMPLIANCE CHALLENGES



Meeting the requirements of Martyn's Law can be complex and resource-intensive. You need to implement proportionate security measures, manage visitor belongings safely, control access, and maintain clear records to demonstrate compliance during audits or inspections.

KEY COMPLIANCE REQUIREMENTS

- ✓ Risk assessment and preparedness
- ✓ Appropriate security measures
- ✓ Public protection and mitigation
- ✓ Staff training and procedures
- ✓ Record keeping and audit readiness

THE IMPACT OF NON-COMPLIANCE OR GAPS



Regulatory penalties and legal action



Reputational damage and loss of public trust



Increased risk to people and assets



Higher costs from incidents and downtime



Failure to pass audits or inspections

THE BOTTOM LINE

Compliance isn't just about avoiding penalties — it's about protecting people, your organisation and your future.



HOW SMART STORAGE SOLUTIONS HELP YOU COMPLY



SECURE STORAGE

Provide controlled storage for bags, parcels and items to reduce risk and enhance security.



ACCESS CONTROL

Restrict access to authorised users with audit-friendly permissions.



AUDIT TRAILS

Automated logs and activity tracking for complete visibility and accountability.



RISK MITIGATION

Reduce congestion, bottlenecks and unattended items in public spaces.



DEMONSTRATE COMPLIANCE

Show you have proportionate measures in place to prepare, respond and mitigate — in line with Martyn's Law.



SMART STORAGE. STRONGER SECURITY. COMPLETE COMPLIANCE. BE PREPARED. BE PROTECTED. BE COMPLIANT.

VPOD
SMART STORAGE SOLUTIONS



PAIN POINT PAGES SUMMARY



A comprehensive view of pain point coverage across key personas

PERSONA	FOCUS AREA	PAIN POINTS	% OF TOTAL
 FACILITIES MANAGER	Facilities operations, deliveries, storage, assets and employee experience	12	20.3% 
 OPERATIONS DIRECTOR	Operational efficiency, workflows, bottlenecks and resource management	10	16.9% 
 SECURITY MANAGER	Security, access control, compliance and risk management	9	15.3% 
 WORKPLACE MANAGER	Workplace experience, lockers, storage and equipment management	7	11.9% 
 HOTEL GM	Guest experience, luggage management and front of house operations	6	10.2% 
 VENUE OPERATIONS MANAGER	Event operations, crowd flow, security screening and venue logistics	6	10.2% 
 IT DIRECTOR	IT equipment, asset tracking, availability and retrieval	5	8.5% 
 RECEPTION MANAGER	Reception operations, guest services, luggage and parcel handling	3	5.1% 
 COMPLIANCE / SAFETY MANAGER	Compliance, safety regulations and legal obligations	1	1.7% 
 TOTAL	TOTAL PAIN POINT PAGES = 59		



TARGETED SOLUTIONS

Address specific challenges for each persona



BETTER EXPERIENCES

Improve satisfaction across all touchpoints



OPERATIONAL EXCELLENCE

Remove friction and drive efficiency



RISK & COMPLIANCE

Strengthen security and ensure compliance



COST OPTIMISATION

Reduce costs and maximise resource utilisation



59 pain point pages. 9 key personas. 1 goal: **Smarter operations. Better experiences.**