Keynius

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PLAYBOOK

How to automate your hotel lobby

Everything you need to turn your hotel lobby into an automated, revenue-generating asset for your guests and staff.

PLAYBOOK OVERVIEW

Hotel Lobby Operations

A practical guide to luggage storage, service handovers, deliveries, and 24/7 guest self-service



Hotel GMs are being asked to improve guest experience, protect reception capacity, and create new ancillary revenue without adding complexity.

This playbook shows how Keynius Flow can support early arrivals, late checkouts, secure luggage storage, service handovers, delivery workflows, payment, access rules, and clearer operational control.

Luggage is not only a storage question.
It is a lobby operations question.

€1.500	€8	56	4
Average annual ROI per locker	Average rental price per locker	Average number of locker doors	Average months to be ROI positive

PLAYBOOK PROBLEM

Guest timing and hotel operations rarely line up neatly

Early arrivals, late checkouts, day visitors, deliveries, and service handovers all create the same pressure point: reception becomes responsible for storing, tracking, and returning items while staff are trying to run the hotel.

The issue is not just that a room is not ready.

It is that guest movement continues before check-in and after checkout, while the hotel still needs security, accountability, and a smooth front-desk experience.

Early Arrivals	Late Departures	Secure Bag Storage
Guests Waiting	**Lobby Pressure** The moment guest belongings, staff time, security, and service expectations all meet at reception.	Liability
Lost Revenue	Wasted Staff Hours	Manual Handoffs

PLAYBOOK WORKFLOW

A smart locker is most useful when the lobby workflow is clear

The locker wall is visible. The operating model is what turns guest demand into a controlled service.

The issue is not just that a room is not ready.

It is that guest movement continues before check-in and after checkout, while the hotel still needs security, accountability, and a smooth front-desk experience.

- Guest need is identified: luggage, hand luggage, service item, or delivery
- The right locker type, price, access rule, and time window are configured
- The guest receives payment or access instructions without tying up reception
- The item is collected by the approved user within the configured window
- Usage, payment, and access events are visible for follow-up and reporting

5 simple steps for an effective guest experience

1	2	3	4	5
STORE	PAY	ACCESS	COLLECT	RECORD
Guest or staff places the item	Payment or staff approval	QR/PIN or other means of access	Guest retrieves independently	Usage and access are logged

Start with the highest-friction workflow, then expand once the model is proven.

PLAYBOOK MODELS

One locker system. Three high-fit hotel environments.

Airport hotels, city-center hotels, and budget hotels or hostels create different versions of the same lobby problem.

Airport hotels

Use case:
irregular arrivals, flight delays, crews, day-use guests, and 24/7 movement.
Value:
self-service storage without constant front-desk involvement.

City-center hotels

Use case:
tourism, late departures, public transport, attractions, and post-checkout storage.
Value:
paid storage and a better guest day after checkout.

Budget hotels / hostels

Use case:
lean staffing, high turnover, shared spaces, and self-service expectations.
Value:
secure storage and ancillary revenue without adding labor.

Group / multi-site hotels

Use case:
standardised guest services across similar properties.
Value:
repeatable operating model, reporting, and commercial comparison across locations.

The same platform can support different hotel types.

The configuration should be shaped around guest flow, staffing model, security needs, and revenue ambition.

PLAYBOOK CONFIGURATIONS

How a hotel lobby storage model works

Guests get a clear storage journey. Reception keeps visibility and control without becoming the manual handoff point.

1

Select use case

Luggage, hand luggage, service item, delivery, or vending.

2

Assign capacity

Configure the right locker mix for expected demand.

3

Set access

Guest payment, staff approval, QR/PIN, or other credential.

4

Use locker

Guest or staff completes the handoff.

5

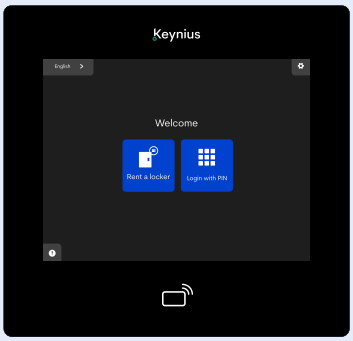
Review

Usage, payments, and access records support follow-up.

Guests can store their luggage with just a few taps

Click through a demo of our Smarty terminal to see how easy it is for guests to rent and access a hotel locker.

TRY IT FOR YOURSELF



PLAYBOOK VALUE

The value is larger than luggage revenue

A hotel lobby locker model creates value across revenue, staffing, guest experience, and control.

Revenue

Paid luggage storage, public tourist storage where relevant, service lockers, delivery lockers, and optional vending.

Staff relief

Fewer manual bag handovers, fewer repeated storage requests, and fewer front-desk interruptions at peak moments.

Guest experience

Secure independent storage before check-in, after checkout, or while moving through the city.

Operational control

Access logs, payment flow, remote monitoring, and less reliance on informal luggage rooms.

ROI

Room count, guest mix, storage price, expected usage, staff time, and commercial model.

Commercial model

Sale, lease, hybrid lease plus revenue share, or shared revenue depending on the property.

Calculate your ROI

Explore how Keynius enables secure, centralized storage for visitors, luggage, and urban environments—without operational complexity.

BOOK A FREE DEMO

PLAYBOOK ACCESS METHODS

Security and access are part of the service design.

Each hotel workflow needs the right access method, payment rule, time window, staff override, and fallback process.

WORKFLOW	TYPICAL METHOD	PURPOSE	GUARDRAIL
Guest luggage storage	QR / PIN after payment	Secure guest self-service	Time window and locker size configured
Staff-assisted storage	Staff assignment	Controlled handoff by reception	Clear staff ownership and lookup process
Service handover	Guest or staff credential	Laundry, rental item, or amenity exchange	Item type and responsibility agreed
Delivery locker	Carrier or guest access	Controlled parcel or delivery pickup	Approved delivery scope required
Optional paid public storage	Payment + QR / PIN	Ancillary revenue from non-guests	Location, terms, and support process agreed

B&B Paris Enhances Guest Experience and Efficiency

Discover how smart lockers helped B&B Hotel Paris unlock €100k in revenue while improving every stay.

READ THE CASE STUDY



PLAYBOOK PILOT PRORAM

Start with the hotel workflow that proves the model

The first pilot needs the right property, demand pattern, locker mix, owner, commercial model, and success measures.

1. Select pilot property or properties
2. Confirm target segment: airport, city-center, budget, hostel, or hybrid
3. Choose first use case: luggage, hand luggage, service, or delivery
4. Estimate demand by early arrival and late checkout patterns
5. Confirm location, visibility, security, and guest access path
6. Choose paid, free, hybrid, lease, or revenue-share model
7. Define staff ownership and fallback process
8. Confirm payment, reporting, and support requirements
9. Set success measures: usage, revenue, staff time, guest feedback
10. Agree review cadence and scale decision

Start with the highest-friction workflow, then expand once the model is proven.

PLAYBOOK CONFIGURATIONS

A locker wall is only as good as its operating model

Implementation works when hotel operations, front office, finance, facilities, and digital stakeholders agree the workflow before rollout.

General manager

Owns the business case, guest experience, and scale decision.

Front office

Owns the daily workflow, guest questions, overrides, and adoption.

Operations

Owns process fit, service handovers, and site-level execution.

Finance / revenue

Owns pricing, commercial model, and ROI expectations.

Facilities / property

Owns placement, power, connectivity, and physical access.

IT / digital

Owns payment, reporting, integrations, and support requirements.

Guest experience

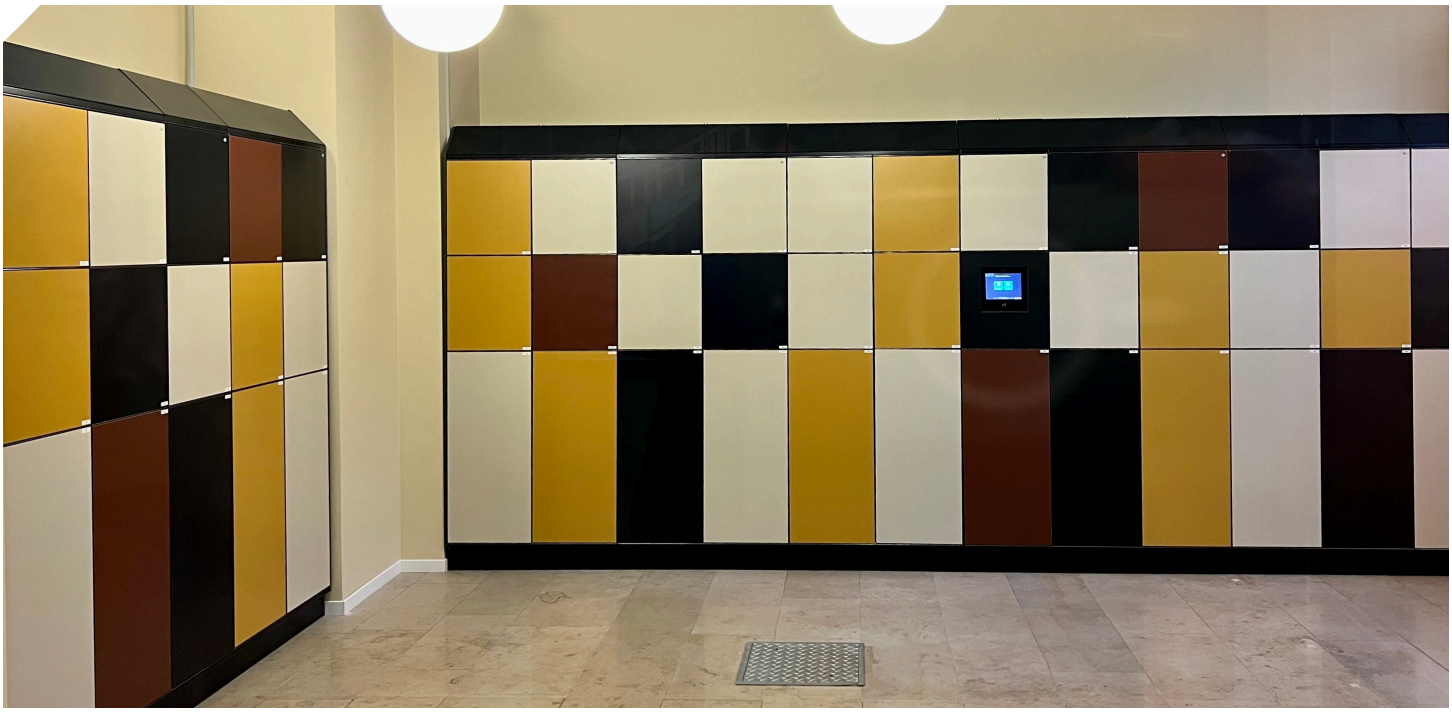
Owns guest messaging, signage, and satisfaction measures.

PLAYBOOK

Proven in real hotel guest environments

Keynius hotel deployments show that controlled self-service storage can reduce reception workload, improve guest flow, and create measurable revenue.

The lesson is not that every hotel needs the same locker wall. The lesson is that lobby pressure can be designed as a controlled workflow: guest need identified, item stored securely, access granted to the right person, and usage visible to the operator.





Contact Us

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Hotel ROI Calculator

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