

AFAS Live

AFAS goes Live with smart lockers to improve guest experience

Industry

Live Entertainment

Solution

Pay & Store - Venue

Location

Amsterdam, Netherlands

↓ 56%

Reduced post-concert
exit time from 53
minutes to 23 minutes

8

ROI payback period
in months

7

Days required for the
installation

3,488

New smart lockers
implemented



Less Time at Lockers, More Time Enjoying

AFAS Live, a premier venue operated by Live Nation Entertainment in the Netherlands, relied on traditional cloakrooms and outdated, high-maintenance locker systems led to inefficiencies and impacted visitor satisfaction.

AFAS Live were looking for a solution that would transform their operations and enhance the overall event experience.



AFAS Live's Challenges

High staffing costs

AFAS Live required dedicated staff for the entire show to manage cloakrooms, which is a poor use of staff and budget.

Loooooong Lines

Guests were forced to wait in long queues to drop-off and pick-up their personal items, which made for a bad visitor experience.

Lost Keys, Loose Change

Keys were being lost by guests every show, and too many guests were still paying with cash and coin, requiring regular staff intervention.

Overall Inefficient Processes

Too many logistical bottlenecks would occur during peak times, creating challenges for both the staff and guests.

A Smarter Solution

Keynius was referred to AFAS Live and recommended its proven wired locker system, a solution specifically designed for high-traffic venues like AFAS Live.

Discovery & Assessment

Initial engagement included detailed site assessment and planning.

Recommendations

Keynius recommended its wired locker system for reliability and real-time management.

Teamwork Mentality

Collaboration involved joint planning, iterative feedback, and staff training.

Why Keynius?

AFAS Live chose Keynius for competitive pricing, modern technology, and proven track record.



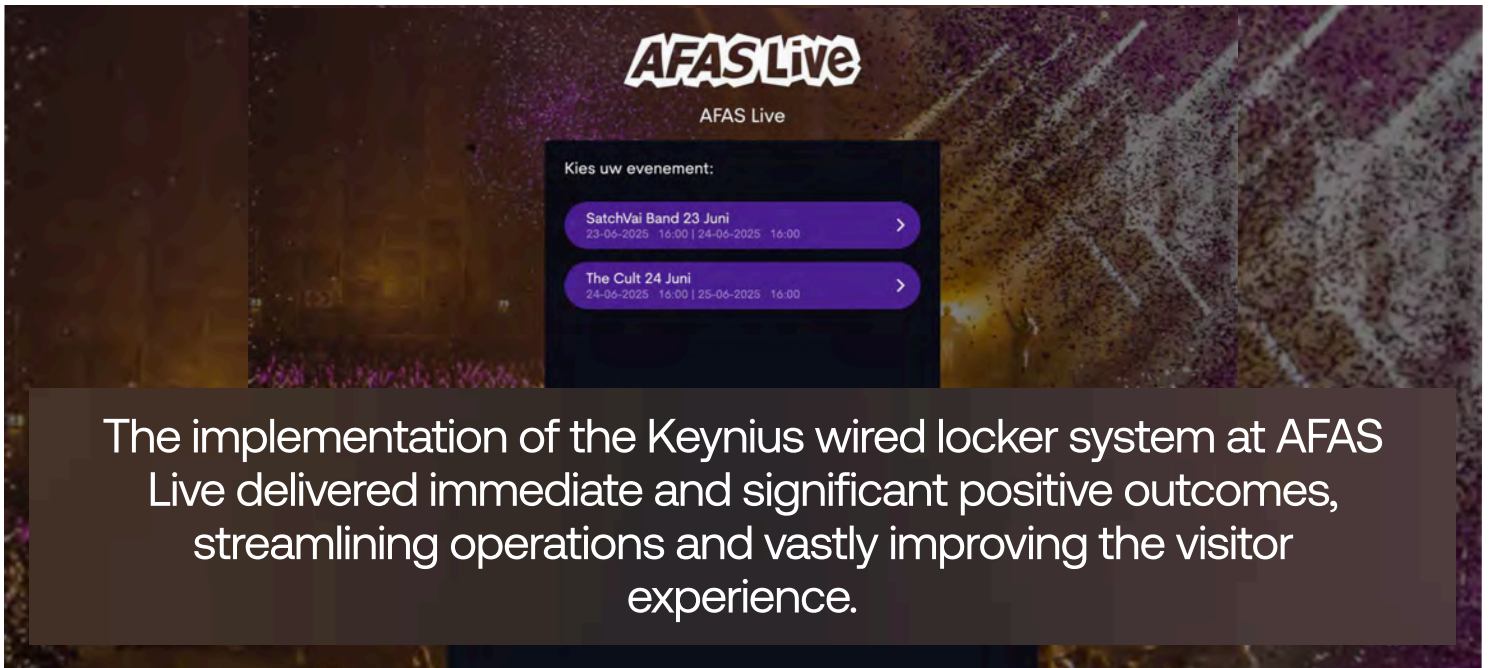
"At AFAS Live, it's all about the experience, from the moment you enter until you leave.

With these new lockers, we're improving the comfort and convenience for our visitors in a smart, future-proof way."

Jan Willem Ruijs

General Manager at AFAS Live

The Results: Enhanced Efficiency and New Revenue Streams



The implementation of the Keynius wired locker system at AFAS Live delivered immediate and significant positive outcomes, streamlining operations and vastly improving the visitor experience.

Guests can easily reserve a locker in advance.

Reduced staff workload and improved efficiency.

Enhanced guest satisfaction with quick, easy, and independent storage.

Generated a new, trackable revenue stream through locker rentals.

Conclusion

Keynius successfully empowered AFAS Live to overcome long-standing operational inefficiencies and enhance the visitor experience through its reliable, low-maintenance smart locker solution. This partnership demonstrates Keynius's ability to deliver measurable results and underscores its value in optimizing high-traffic public spaces.

AFAS Live, as part of the Live Nation portfolio, plans to continue exploring the expansion of the Keynius wired locker system, further solidifying this successful collaboration.

Smart lockers for every solution

Contact us now to learn how Keynius can turn your storage problems into practical, profitable solutions.

[Book a call](#)