Imperial College London

Occupancy Analytics + Control system
provides Imperial College London with
the operational control to save costs and
improve customer experience.

omega
ANALYTIC SYSTEMS

Background

Imperial College London is a world top ten university with an international reputation for excellence in teaching and research. Located in the heart of London, it is a multidisciplinary space for education, research, translation and commercialisation, harnessing science and innovation to tackle global challenges. The College has a strong reputation for developing successful athletes, some of which have gone on to become Olympic gold medallists. Being at the forefront of innovation they sought out an innovative new system for their state of the art sports facilities.

Situation

Imperial College London launched a review of their reception services, highlighting financial impacts. Findings showed that customers would queue for up to 15 minutes just to enter the gym or speak to reception. This led to a desire not only to cut costs but to also improve customer service, in particular customer waiting time.

"Omega were flexible, accommodating and very solution focussed."

Will Hollyer, Head of sport
Sport Imperial, Imperial College London

Solution

Omega Analytic Systems have installed their new OA+C (occupancy, analytics and control) system alongside the security set-up of turnstiles and access control installed by Omega Security Systems and speed lanes. The OA+C system works in conjunction with access control systems. Members are counted both in and out of the facility to provide accurate data on occupancy levels. Monitors displaying this information in a percentage format are located in the entrance and reception areas.

Outcomes and impact

There have been immediate financial savings as a result of the OA+C system. The data on busier and quieter times has enabled ICL to reduce the number of staff. Customer experience has improved with the data on occupancy rates because gym member can see when the gym is fully occupied or if there is a waiting list. This has solved the issue of customers waiting in a queue for 15 minutes only to discover the gym is full.

Next Steps

Imperial College London are working on adding the OA+C data to their website and app. This will improve customer experience further as members will be able check occupancy levels before they arrive at the gym.

omega
ANALYTIC SYSTEMS