2155 Product What Is The Guest Experience

Product Fieldbook · https://kb.jeffreysummers.com/docs/2155-product-what-is-the-guest-experience/

The Demand

Tomorrow, pull your repeat visit rate from your POS. Do not estimate it — find the actual number. Compare it to the industry average of 28% and the 40% threshold where the [Trust Arc] starts closing instead of breaking. Then write down, without softening it, what that number tells you about how your operation is actually being experienced across every touchpoint a Guest has with it — not just the meal. Decide whether your next move is a new promotion or an honest look at the experience itself.

The Work

Your current repeat visit rate:

Industry average for comparison: 28% — Where you land relative to it:

Rate at which a [Trust Arc] is closing versus breaking in your building, in your own words:

Three touchpoints outside the meal itself that shape how a Guest thinks of you — the website, the parking, the follow-up, the wait, the review reply:

Touchpoint 1:

What it currently communicates to the Guest:

Touchpoint 2:

What it currently communicates to the Guest:

Touchpoint 3:

What it currently communicates to the Guest:

Is your operation living in the 10% pure transaction, the 80% Gulf, or the 10% at H^3 — your honest read:

The single gap between what a Guest expects from you and what you actually provide that you have never named out loud:

What you will do this week — starting with the experience, not a new campaign — to move your repeat rate toward 40%: