2165 Product The Five Elements of a Remarkable Guest Experience

Product Fieldbook · https://kb.jeffreysummers.com/docs/2165-product-the-five-elements-of-a-remarkable-guest-experience/

The Demand

Before your next shift, pick one of the five elements — Engaging, Unique, Personalized, Surprising, Repeatable — and rate your operation honestly against it. Not where you want to be, where a Tuesday-night Guest actually experiences you. Identify the one touchpoint where that element consistently breaks down, and fix that touchpoint first. Hold it for thirty days before you touch a second element.

The Work

Rate your operation 1-5 on each element, honestly, as a Guest would experience it this week:

Engaging:

Unique:

Personalized:

Surprising:

Repeatable:

The element you rated lowest:

The specific touchpoint where that element breaks down — name the moment, not the department:

Is the sensory signature of your operation something the operator designed on purpose, or something the cast improvises without a foundation — Design or Default:

The last time a cast member read a [Table Arc] correctly and adjusted the engagement dial — what happened:

Can you name ten of your most frequent Guests without looking them up — yes or no:

The one element you will hold as a standard for the next thirty days, and the one touchpoint you will fix first: