2190 Product The Guests Name

Product Fieldbook · https://kb.jeffreysummers.com/docs/2190-product-the-guests-name/

The Demand

Tomorrow, pick one regular Guest and confirm, before you use it, that you have their name exactly right — not close, exactly right. If you're not certain, ask rather than guess. Notice what happens in the interaction when the name lands correctly and genuinely, without performance. Decide how your cast will be trained to earn that certainty before they use a name at all.

The Work

A regular Guest whose name you are certain you have exactly right:

A regular Guest whose name you are not fully certain of — the one you have been guessing at:

What will you do before your next interaction with them to get it right instead of guessing:

Rate 1-5 how consistently your cast uses Guest names naturally, in the flow of real interaction, rather than performatively:

The last time a name used incorrectly cost you more than a name never used — what happened:

What you will train this week so getting the name right becomes the standard, not the exception: