2200 Product The Phone Is Still Part of the Product

Product Fieldbook · https://kb.jeffreysummers.com/docs/2200-product-the-phone-is-still-part-of-the-product/

The Demand

Tomorrow, listen to how your reservation calls are actually being answered — not how you assume they are. Call your own restaurant if you have to. Decide whether the Guest hears warmth and presence or a rushed administrative transaction. If you use an AI voice agent for overflow, name honestly whether that is solving a capacity problem or making an unadmitted positioning decision about where the relationship starts.

The Work

Who currently answers your reservation calls, and under what conditions — mid-seating, at the host stand, dedicated:

Rate 1-5 how warm and present the average reservation call sounds to a Guest calling for the first time:

Do you use an AI voice agent or automated system for any calls — yes or no:

If yes, is that solving a genuine missed-call overflow problem, or has it become the default without anyone naming the positioning decision:

The last reservation call where the occasion — an anniversary, a birthday, a first visit — went unasked and unacknowledged:

What you will train this week so every reservation call is treated as the first moment of the relationship, not a clerical step before it: