2205 Product Engineering the Emotional Connection

Product Fieldbook · https://kb.jeffreysummers.com/docs/2205-product-engineering-the-emotional-connection/

The Demand

Before your next shift, test whether your emotional connection with Guests is engineered or accidental. Ask your cast to name twenty-five of your top Guests. If they can't, you have affection for your brand without differentiation — nostalgia, not a system. Decide what process you will build this week so Guest knowledge is captured and deployed on every shift, not left to whichever cast member happens to be warm that night.

The Work

Can your cast currently name twenty-five of your top Guests — test it and record the real number:

Do you have a Voice-of-the-Guest feedback system running — yes or no:

Do you have a Guest database, and is it actually being used on shift — yes or no, and by whom:

Are you hiring for engaging personalities who genuinely enjoy people, or for people who can carry four plates without dropping them — your honest answer:

Where is the line in your operation between an accommodation worth making for one Guest and one that would degrade the room for everyone else:

The one process you will build this week so Guest knowledge is captured, stored, and deployed systematically rather than left to who's working: