2215 Product Guest Data

Product Fieldbook · https://kb.jeffreysummers.com/docs/2215-product-guest-data/

The Demand

Before your next shift, pull the names of your ten most frequent Guests from your POS or reservation system without looking anything up first. If you cannot name ten, you do not have Guest data — you have transaction data. Build a real profile on each of the ten: what you know, what you don't, and assign a cast member to learn one new thing about each on their next visit and capture it. Decide today whether you are building toward satisfaction or toward loyalty, because the target determines what data is worth collecting.

The Work

Your ten most frequent Guests, named without looking them up:

How many could you actually name — the real number:

For each Guest you could name, what do you currently know beyond their order:

Are you building your Guest system toward satisfaction or toward loyalty — be honest about which one your current metrics actually measure:

Do you have a capture discipline — a 3x5 card, a reservation note, a CRM entry — that moves what the cast learns in-visit into a record the operation owns, yes or no:

Do you run a direct callback or follow-up within 24 hours of a visit — yes or no:

Name one Guest you know moves the room — whose recommendation carries disproportionate weight among others:

The one cast member you will assign this week to learn and capture one new thing about each of your ten most valuable Guests on their next visit: