2225 Product The NoShow Is the Tell

Product Fieldbook · https://kb.jeffreysummers.com/docs/2225-product-the-noshow-is-the-tell/

The Demand

Before your next shift, pull your no-show data and split it two ways: Guests who know you by name versus Guests acquired through a third-party platform. Compare the rates honestly. Decide what that gap tells you about how much of your book is a relationship and how much is a placeholder reservation that owes you nothing.

The Work

Your no-show rate among Guests who know you and whom you know by name:

Your no-show rate among Guests acquired through third-party platforms or apps:

The size of the gap between the two:

What does that gap tell you about how much of your reservation book is relationship versus placeholder:

Who owns the relationship with your platform-acquired Guests right now — you, or the platform:

The one step you will take this week to move a platform reservation into an actual relationship before the Guest ever walks in: