2225 The NoShow Is the Tell

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

Your no-show rate isn't an operations problem. It isn't a technology problem. It isn't a Guest behavior problem.

It's a relationship depth indicator.

Guests don't no-show restaurants they have a relationship with. They don't cancel on people who know their name. They don't ghost a reservation at a place where the host is expecting them and the cast is glad they came. The relational obligation is too real.

They no-show placeholders. They no-show platforms. They no-show venues they found through an app and could just as easily replace with the next search result.

Test it against your own book. Your most loyal Guests — the ones who know you, who you know — no-show at a fraction of the rate of Guests acquired through third-party channels. That's not coincidence. That's the measurable difference between a Guest relationship and a platform transaction.

No algorithm fixes that. No credit card hold fixes that. The relationship fixes that. And you can't build the relationship if the platform owns it.