2235 Product The Guest Investment

Product Fieldbook · https://kb.jeffreysummers.com/docs/2235-product-the-guest-investment/

The Demand

Before your next shift, run your own numbers the way the article runs the Ritz-Carlton's: average check, visit frequency, and three-year value per Guest. Decide on a specific dollar authorization — your version of the $20, no questions asked — that any cast member can spend on the spot to create a moment worth returning for. Give it to them this week, not after another meeting.

The Work

Your average Guest check:

Average visits per year for a regular Guest:

Estimated three-year value of a kept Guest, using your own numbers:

Do cast members currently need manager approval to comp or gesture toward a Guest — yes or no:

The dollar authorization you will give every cast member, no approval required:

The last moment a cast member let pass because they didn't have the authority to act — what happened, and what it likely cost you invisibly:

The date this week you will announce the authorization and the standard that comes with it: