2250 Product The Nine Reasons Your GuestX Is Built to Fail

Product Fieldbook · https://kb.jeffreysummers.com/docs/2250-product-the-nine-reasons-your-guestx-is-built-to-fail/

The Demand

Tomorrow, read through all nine reasons and mark, honestly, which ones describe your operation right now — not the version you intend to run. Pick the one costing you the most and name the specific evidence for it. Decide the first structural fix you will make this week, starting with that one.

The Work

Rate yourself yes/no on each of the nine reasons, honestly:

1. No Voice of the Guest program:

2. GX goals aimed at sales and traffic rather than satisfaction, loyalty, and advocacy:

3. GX executed without cross-operation collaboration:

4. Trying to be all things to all people:

5. Starting with channels instead of the Guest journey:

6. Journey mapping starts at the front door, not before it:

7. Journey built around what's convenient for the operation, not the Guest:

8. Fixing broken touchpoints instead of reimagining the experience:

9. Changes made to what your brand says, not what it does:

The number of reasons that describe your operation right now:

The one costing you the most — the specific evidence for it:

The structural fix you will make this week, starting with that one: