2250 The Nine Reasons Your GuestX Is Built to Fail

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

Guest experience management is not defined by intentions or even a few choice actions. It's defined by the commitment to an analytical, deliberate, organized approach. Over four decades, I've identified nine structural reasons why most operators' Guest experience programs fail from the start.

One: You have no Voice of the Guest program. No formal feedback system. No structured way to hear what your Guests actually think, feel, and want. You're guessing. And operators who guess about what their Guests want are almost always wrong.

Two: Your primary goals for improving the Guest experience are to increase sales and traffic. That's transactional thinking. Revenue is the result of a great experience, not the purpose of one. If your GuestX efforts are aimed at the register instead of at satisfaction, loyalty, and advocacy, you've got the whole thing backward.

Three: You execute GuestX programs without collaborating across the entire operation. The host does their thing. The kitchen does their thing. The servers do their thing. Nobody is connecting the dots into a single, cohesive experience. The Guest notices, even if you don't.

Four: You attempt to be all things to all people. The moment you try to please everyone, you stand for nothing. The best Guest experiences are built with a specific Guest in mind — not the entire universe of people who might walk through your door.

Five: You start with channels rather than journeys. You launch an email campaign or a mobile app without ever mapping the end-to-end Guest journey. Channels are tools. The journey is the strategy. If you start with the tool, you'll build something disconnected from how your Guest actually experiences you.

Six: When you map your Guest experience, you begin when a Guest enters your physical property — not earlier. The experience starts long before the front door. If your journey map starts at the host stand, you're already behind.

Seven: When you map your Guest experience, you start with your existing processes, not from the outside in. You build the journey around what's convenient for your operation instead of around what the Guest actually needs and wants. This produces experiences that serve you, not your Guest.

Eight: You seek to identify and solve problems with current touchpoints rather than understanding how your business must change to better serve Guest needs. Fixing a broken touchpoint is not the same as reimagining the experience. One is maintenance. The other is leadership.

Nine: Most of the GuestX changes you make are to things your brand says — not what your brand does. You update the website copy. You refresh the ads. You rewrite the menu descriptions. But the actual experience in the building hasn't changed. Guests don't come back because of what you say. They come back because of what you do.

If you recognized yourself in even three or four of those, you're not alone. Every one of them is fixable — but only if you're willing to build the GuestX deliberately, from the outside in, with the Guest's perspective at the center of every decision.