2265 Product The Service Trap

Product Fieldbook · https://kb.jeffreysummers.com/docs/2265-product-the-service-trap/

The Demand

Before your next shift, watch one table go through a full visit without needing anything, and determine honestly which version happened — every need anticipated before it could form, or a standard of connection low enough that nothing real was ever generated. Decide whether your operation is optimizing for table turns or for the Guest, because you cannot tell the difference from the spreadsheet alone.

The Work

The table you watched that needed nothing during the visit:

Anticipated care or quiet indifference — which one actually happened:

What is your operation's stated measure of success — covers per shift, table turn time, or something Guest-facing:

Rate 1-5 how much pressure your cast currently feels to move the table versus let the evening breathe:

The last visit where the check arrived before the Guest was actually ready — what drove that timing:

The one standard you will change this week so your team optimizes for the Guest first, trusting the turns to follow: