2275 Product Turning Service Sequences into Experience Arcs

Product Fieldbook · https://kb.jeffreysummers.com/docs/2275-product-turning-service-sequences-into-experience-arcs/

The Demand

Tomorrow, pull one standard from your current training materials and ask which of the four E³ Loop states — Immersion, Awareness, Desire, Action — it was actually designed to serve. If you can't answer, you have a task instruction, not a hospitality design. Rewrite it this week with the state named explicitly at the top.

The Work

The standard you pulled from your training materials:

Which of the four states was it designed to serve — Immersion, Awareness, Desire, or Action:

If you couldn't answer, name that honestly:

Immersion — how does your environment and your cast's first contact lower threat and raise curiosity in the first 60 seconds, before a word is spoken:

Awareness — what does your cast know about the operation that a Guest would find genuinely interesting, and are they trained to share it in conversation or recitation:

Desire — where in your sequence does your cast build a picture of a better visit than the Guest walked in expecting:

Action — where does your sequence create friction that breaks the arc before the Guest leaves with what they were promised:

Is your current training answering "did the task get done" or "what did the Guest need to feel in this moment" — which one, honestly:

The one standard you will rewrite this week with its E³ state named explicitly at the top: