2275 Turning Service Sequences into Experience Arcs

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

Road 1 treats the service sequence as a checklist. Greet. Take order. Deliver. Check back. Drop check. Each step is a task to be completed and recorded. The sequence runs, the table turns, the shift ends.

Road 2 treats the same sequence as an experience arc. The tasks do not change. The intent does.

That distinction is the entire Product design problem in one sentence. If your cast is executing the correct steps in the correct order and your Guests are not coming back, the sequence is not the problem. The architecture behind the sequence is.

The Guest's E³ Loop

Every Guest moves through four states during a visit. Your sequence either works with those states or runs against them.

Immersion — taking it in. The first 60 seconds are not a greeting opportunity. They are an architectural moment. The Guest is reading the room — — threat or safety, familiar or foreign, worth staying or worth leaving. What they see, hear, and feel in that window sets the frame for everything that follows. You do not get a second first 60 seconds.

The design question: how does your environment and your cast's first contact lower threat and raise curiosity before a word is spoken?

Awareness — seeing what was invisible. The Guest arrived with assumptions about what this place is. Your job in the middle of the visit is to expand those assumptions — — to help them notice something about your product, your people, or your place that they would have missed on their own. Not a sales pitch. A reveal.

The design question: what does your cast know about this operation that a Guest would genuinely find interesting, and how are they trained to share it in conversation rather than recitation?

Desire — wanting the improved state. This is the moment the Guest moves from "I'm having a meal" to "I'm having an experience." It happens when the cast member's words, questions, and recommendations pull the Guest toward a picture of the visit they could have — — better than the one they walked in expecting.

The design question: where in your sequence does your cast create that picture, and how are they trained to do it without pressure?

Action — realizing it. The Guest has to be able to choose the experience and move through it without friction. The close of the visit has to match the promise of the open. The last memory has to be as strong as the first 60 seconds.

The design question: where does your sequence create friction that breaks the arc, and what standard closes the loop so the Guest leaves with the experience they were promised?

The Rewrite

You do not need a new sequence. You need the current sequence rebuilt around these four states.

Every standard, script, and training module in your operation is answering one of two questions. Either "did the task get done?" or "what did the Guest need to feel in this moment for the relationship to deepen?" The first question produces H^1. The second produces H^3.

Rewrite your standards around the second question. Train to the arc. Coach to the arc. Measure against the arc.

That is Product on Road 2.

What Changes Tomorrow

Pull one standard from your current training materials. Ask which of the four E^3 states it was designed to serve. If you can't answer, the standard is a task instruction, not a hospitality design. Rewrite it with the state named explicitly at the top.