2535 Third Party Vendors

Product Book · https://kb.jeffreysummers.com/docs/2535-third-party-vendors/

Third party vendors — delivery platforms, reservation systems, review aggregators, loyalty apps — have become a fact of restaurant life.

What I don't understand is the operator who hands over control of their Guest relationship to a platform that has no stake in their brand, no alignment with their values, and no interest in whether that Guest ever comes back.

Every third party that sits between you and your Guest is a filter on your brand. Before you sign with any third party, ask one question: does this platform share my values, or does it simply share my revenue?

The moment you hand your product to a third party, your destiny is no longer entirely your own.

I'm not saying never use them. I'm saying know exactly what you're trading and whether the trade is worth it. Never mistake their traffic for your loyalty. Your job is to convert their traffic into your relationship. Every time.