2565 Product The Last Mile Reckoning

Product Fieldbook · https://kb.jeffreysummers.com/docs/2565-product-the-last-mile-reckoning/

The Demand

Before your next strategy review, stop treating delivery as a channel bolt-on and name it as a product extension with its own design requirements — packaging as a product decision, the driver program as a people decision, the platform mix as a positioning decision, the Guest relationship strategy as a relationship decision. Audit each of the four this week and name which one is currently running by default instead of by design. Decide, for that one, what changes before your next delivery order goes out the door.

The Work

Packaging — is it currently a deliberate product decision or an afterthought, Design or Default:

Driver program — is it currently a deliberate people decision or an afterthought, Design or Default:

Platform mix — is it currently a deliberate positioning decision or an afterthought, Design or Default:

Guest relationship strategy across delivery — is it currently a deliberate relationship decision or an afterthought, Design or Default:

Of the four, the one most clearly running by default right now:

What running it by design would require — specifically, this month:

Where the gap between your current condition and your intended standard is doing the most damage to what the dining room built:

The one decision you will make this week so that gap closes instead of widens: