2570 Technology Supports the GX It Does Not Replace It

Product Fieldbook · https://kb.jeffreysummers.com/docs/2570-technology-supports-the-gx-it-does-not-replace-it-2/

The Demand

Before your next technology purchase or renewal, run it through the one-question test the article names: does this tool make the cast more capable of genuine human connection with the Guest, or does it replace the need for that connection? Name the specific decision the tool is supposed to improve, name who makes that decision today, and name what breaks if the tool is wrong. If you cannot answer all three, you are not ready to buy — you are ready to fix the process first. Decide, before the demo, whether the tool amplifies what you already do well or papers over what you have not built.

The Work

Name one technology decision you are currently facing or a tool already running in your building:

Tool or decision:

Does it support the Guest Experience or start to replace it — name which:

Rate your fundamentals in the area this tool touches, 1-5:

Question 1 — What decision are we trying to make better:

Name the specific decision, not the general category:

Question 2 — Who makes that decision today, and will they trust the output:

Name the cast member or manager, and whether they currently override gut over tool:

Question 3 — What changes when we're right, what breaks when we're wrong:

Name the failure scenario before you implement:

Are you amplifying strong fundamentals or trying to technology your way out of a broken process — the honest answer:

The mountain decision this tool cannot make for you — the judgment call about a cast member or Guest that only you can read:

What you will do differently before your next technology decision this week: