2585 The Human Gap

Product Fieldbook · https://kb.jeffreysummers.com/docs/2585-the-human-gap-2/

The Demand

Walk your stage on your next shift and find the moment technology has taken over that only a human should own — the kiosk that replaced the greeting, the tap-to-pay that replaced the goodbye, the automated confirmation that replaced the human check-in. Name it, and decide this week whether you put a person back in that moment or let the transaction stand. The Human Gap is the space technology cannot fill — protect it on purpose.

The Work

Walk your operation and name three points of Guest contact, from arrival to departure:

Contact point 1:

Technology-run or human-run:

Does a person make the Guest feel seen here, yes or no:

Contact point 2:

Technology-run or human-run:

Does a person make the Guest feel seen here, yes or no:

Contact point 3:

Technology-run or human-run:

Does a person make the Guest feel seen here, yes or no:

The one moment where efficiency has replaced welcome in your building right now:

What you will change about that moment this week to put the human back in it: