2595 A Word on AI

Product Fieldbook · https://kb.jeffreysummers.com/docs/2595-a-word-on-ai-2/

The Demand

Before your next AI tool purchase or renewal — scheduling, inventory, sentiment analysis, Guest outreach — answer the three questions this article requires: what specific problem does it solve, how will you know if it's working, what does your team need to use it effectively? Then apply the one line that separates legitimate use from a mistake: AI belongs behind the scenes doing the heavy lifting on data, never in the Guest relationship doing the human's job. Decide this week which AI tools in your stack sit on the right side of that line.

The Work

List the AI tools currently running or under consideration in your operation:

Tool 1:

What specific problem does it solve:

Behind-the-scenes analysis or Guest-facing relationship — which one:

Tool 2:

What specific problem does it solve:

Behind-the-scenes analysis or Guest-facing relationship — which one:

The three-question test — can you answer all three for every tool on your list, yes or no:

Any tool currently touching a Guest complaint, outreach, or social response without a human in the loop — name it:

What you will pull back to a human this week, and what you will hand to the machine instead: