# 2600 Technology and the Guest Relationship

Product Fieldbook · https://kb.jeffreysummers.com/docs/2600-technology-and-the-guest-relationship-2/

## The Demand

Before your next shift, list every third-party platform that currently sits between you and a Guest — delivery apps, reservation platforms, review aggregators — and name who actually owns each relationship right now. Whatever sits between you and your Guest controls it. Pick the one platform you depend on most and decide, this week, one concrete step to move that Guest's data and communication channel back into something you own.

## The Work

List the third-party platforms your Guests use to find or reach you:

**Platform 1:**

What it owns right now — the first impression, the order, the review:

Do you have this Guest's direct contact information, yes or no:

**Platform 2:**

What it owns right now:

Do you have this Guest's direct contact information, yes or no:

The platform you are most dependent on and could least afford to lose overnight:

One step you will take this week to own more of that Guest relationship directly: