2600 Technology and the Guest Relationship

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

The most dangerous thing about third-party technology platforms is this: they put something between you and your Guest. And whatever sits between you and your Guest controls the relationship.

When a Guest orders through a third-party delivery app, the app owns the relationship. When a Guest books through a third-party reservation platform, the platform owns the first impression. When a Guest finds you through a review aggregator, the aggregator decides how you're presented.

None of these platforms care about your brand. They care about their own. Your restaurant is a line item in their business model — a product in their marketplace. The Guest who found you through their platform is their Guest until you do something to make them yours.

Own your Guest data. Own your communication channels. Own the relationship. Technology should support that ownership, not undermine it. Every third-party platform you depend on to reach your Guest is a platform that can raise its price, change its terms, or close your account tomorrow. The Guest relationship you built inside their system doesn't come with you when you leave.