2665 Three Visits One Habit

Product Fieldbook · https://kb.jeffreysummers.com/docs/2665-three-visits-one-habit-2/

The Demand

Before your next shift, pull your reservation or Guest data and identify five Guests currently sitting on their second visit. Name what your cast will specifically do to prove the first visit wasn't a coincidence — remembering them, acknowledging the return, matching or beating the first experience. Decide this week which of those five is most at risk of never reaching a third visit, and fix that risk before their next visit happens.

The Work

Identify Guests currently on their second visit:

The three-visit arc:

First visit — what did discovery look like for this Guest:

Second visit — did the experience confirm or undercut what the first visit promised:

Third visit — has it happened, and if not, what is the plan to earn it:

The consistency risk:

Name one place in your operation where a second visit could deliver below the first — inconsistent food, no acknowledgment of the return, a service fluke:

What you will fix about that risk this week:

Rate, 1-5, how systematically your cast currently recognizes a returning second-visit Guest:

The specific action you will take this week to close the loop from second visit to third: