2675 Personalize the Reward

Product Fieldbook · https://kb.jeffreysummers.com/docs/2675-personalize-the-reward-2/

The Demand

Before your next shift, name one Guest your cast could recognize with a personal detail instead of a points balance — the regular's usual order, an anniversary, a Guest you haven't seen in a while. Decide today to have someone deliver that recognition without being asked, and without it being a coupon. That loyalty moment is the retention marketing this article says actually works.

The Work

Name a Guest and the personal detail your cast already knows about them:

The loyalty moment:

What will be done, by whom, and when — not a program, a specific moment:

Does it require software or just attention — name what it actually requires:

Name one Guest you haven't seen in a while who deserves a note, not a coupon:

The loyalty moment you will personally make happen this week: