2685 Bobby

Product Fieldbook · https://kb.jeffreysummers.com/docs/2685-bobby-2/

The Demand

Before your next shift, pick one long-tenured Guest your cast sees regularly and ask the question that produced the bomber jacket for Bobby: what do we actually know about this person, beyond their order? Ask the rest of your cast the same question. Decide this week to do one thing — small or large — that could only be done for this specific Guest, because you know who they are.

The Work

Name a long-tenured, high-frequency Guest in your building:

What we actually know:

Ask your cast — what do they know about this Guest beyond the order:

What are they a die-hard fan of, outside your restaurant:

The standard gesture your operation would normally give this Guest — the piece of cake, the free appetizer:

The specific, real gesture you could give instead, based on who they actually are:

Rate, 1-5, how well your cast currently knows the story behind your most loyal Guests:

The one Guest you will learn more about this week, and the question you will ask your cast to find out: