2745 Recovery

Product Fieldbook · https://kb.jeffreysummers.com/docs/2745-recovery-2/

The Demand

Before your next shift, brief your cast on one specific recovery scenario from a recent real visit — not a policy review, a live conversation about what happened, what the correct Recognition-Acknowledgment-Action-Follow Through sequence looks like, and what it would take to turn that Guest into an advocate with a story worth telling. Recovery is not a comp and it is not a liability function — it is the single highest-leverage moment in the Guest Experience, because it is the moment the Guest is paying the closest attention to who you really are. Decide tonight whether your cast can execute that sequence without waiting for a manager, and if they cannot, name what training or authority is missing.

The Work

Describe the last unrecovered "thousand cuts" moment you noticed on your floor — the greeting that took too long, the check that came too soon, the table that felt turned instead of hosted:

Recognition — could your cast have caught it before the Guest had to say anything, yes or no:

Acknowledgment — did the response own what the operation caused without apologizing for expectations it never set:

Action — was the response proportional, personal, and immediate, or a comp on autopilot:

Follow Through — did someone close the loop before the Guest left, or did the story end at the fix:

Rate whether that recovery was attributed to the firm or just to a kind cast member who got lucky, 1-5:

Name one Guest who left in the last few months for a reason you never asked about — pushed away, pulled away, or priced away:

Which of the three, and what the correct win-back response looks like for that reason specifically:

The one recovery scenario you will brief your cast on before your next shift: