2755 Call Your Critics

Product Fieldbook · https://kb.jeffreysummers.com/docs/2755-call-your-critics-2/

The Demand

Before your next shift, pull every negative comment card and review from the last month that has never been followed up on, and call one. Not to apologize generically or offer a coupon — to have an actual conversation about what happened and what it would take to bring them back. Remember that the 4% who complained represent roughly twenty-four silent Guests who felt the same thing and said nothing. Resolve the complaint in the Guest's favor on the call, and decide this week whether you will make critic calls a standing habit or a one-time gesture.

The Work

Number of unresolved negative comments or reviews sitting in your files right now:

The Guest you will call this week:

What the comment or review said went wrong:

What you will ask them, beyond the stated complaint, about what it felt like:

Rate your current habit of following up on negative feedback before this week, 1-5:

Multiply your complaint count by six — your estimate of Guests who said nothing:

The system you will put in place this week so critic calls happen automatically, not only when you remember: