2815 The Experience You Cant See From The Office

Product Fieldbook · https://kb.jeffreysummers.com/docs/2815-the-experience-you-cant-see-from-the-office-2/

The Demand

During your next service, walk one product touchpoint from the Guest's side — the room as they enter it, the food as it arrives, the seam between host and server — and read whether it closed the [Trust Arc] for the Guest experiencing it right now, not whether it was executed to spec. [The Primary Read] happens only on the stage, during service; the report confirms the gap after the fact, the read catches it while it is happening. Decide tonight which single touchpoint you will read this way before the shift ends.

The Work

The touchpoint you designed from the office that you have not read from the Guest's side recently:

The version you believe is being delivered:

The one touchpoint you will read live from the Guest's side during your next service:

Did it close the [Trust Arc] for the Guest, yes or no:

The gap, if any, between the designed version and the actual version you read:

Rate how much of your current product oversight comes from the read versus the report, 1-5:

The one habit you will build this week to make the read as regular as checking a report: