



What a new guest experienced at one fictional restaurant

Four touchpoints, one Friday evening, seen through a first-time customer's eyes.

Illustrative sample. The restaurant, times and details are fictional. A real snapshot is written for one owner and shared in person.

What I noticed

The call	Friday, 6:40 p.m. The phone was answered. What happened in the first ten seconds set the tone for the rest of the evening.
The arrival	From the door to the first acknowledgment took longer than a guest expects, and longer than the team realizes.
The table	One moment at the table was the best part of the visit. The team doesn't know it does it, and it's worth keeping on purpose.
The goodbye	The visit ended without a reason to return or a reason to tell a friend.

What is already working

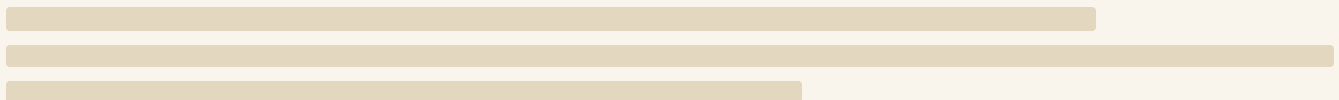
- The food arrived hot and as described
- The room was clean and welcoming
- One server stood out, and the owner will want to know who

Where the reviews stand

- Google 4.2 stars, about 400 reviews
- Reviewers mention the food often and the service rarely
- That gap is the opportunity

What I'd work on first

SHARED IN THE DEBRIEF



Three changes, in priority order, with photographs and what I'd do about each. Walked through with you in person.