

THE GRAVITY GUEST RELATIONSHIP DASHBOARD

Release 1.1 | A management control panel for recognition, recovery, retention, campaigns, and event leads

TOTAL GUEST PROFILES 0	PERMISSIONED EMAIL 0	PERMISSIONED 0
VISITS — LAST 30 DAYS 0	OPEN RECOVERY CASES 0	RECOVERY CLOSURE 0%
RETURNED AFTER RECOVERY 0	LAPSED GUESTS 0	REACTIVATED GUESTS 0
OPEN EVENT LEADS 0	OPEN ACTIONS 0	OVERDUE ACTIONS 0

HOW TO READ THIS DASHBOARD

START HERE

Use this workbook as the digital control center for the GRV-R01–GRV-R30 operating system

[OPEN LINKED GRAVITY GLOSSARY →](#)

THE FIVE RULES

1	Record only useful operating facts. Yellow cells are inputs; navy and cream areas are controlled outputs.
2	Obtain and record channel-specific permission. Do not import data until the owner and consent basis are known.
3	Separate food-safety allergy controls from preference notes. Never store card numbers, passwords, medical histories, or unnecessary sensitive data.
4	Give owners and due dates to every recovery or corrective action. Neutral review requests go to eligible guests—not only likely positive reviewers.
5	Review weekly; close or escalate every open item. Archive or securely dispose of data under the company retention policy.

WORKBOOK MAP

[illegible]

START HERE

Use this workbook as the digital control center for the GRV-R01–GRV-R30 operating system

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THE FIVE RULES

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WORKBOOK MAP

Dashboard	Management view		Guest Profiles	Recognition facts		Consent	Permission and suppression		Visits	Engagement history
Version control	Do not rename sheets or overwrite formulas. Save monthly archive copies using YYYY-MM naming.									
Publisher	The Gravity System Published by Thomas Monroe Books Author: Thomas Butler									

GRV-R TOOL INDEX

Thirty coordinated operating tools across seven control areas

[OPEN LINKED GRAVITY GLOSSARY →](#)

Tool ID	Control Area	Tool Name	Purpose
GRV-R01	Guest Records	Guest Contact & Consent Record	Capture contact details, consent status, source, and suppression requirements.
GRV-R02	Guest Records	Guest Profile & Preference Record	Maintain useful recognition facts and service preferences.
GRV-R03	Guest Records	Regular Guest Recognition List	Identify repeat guests for consistent recognition.
GRV-R04	Guest Records	VIP Guest Management Log	Coordinate approved VIP recognition and follow-through.
GRV-R05	Guest Records	Special Occasion Calendar	Plan recognition for birthdays, anniversaries, and other approved occasions.
GRV-R06	Guest Records	Dietary Preference & Allergy Note	Record service preferences while routing allergies through food-safety controls.
GRV-R07	Service Recovery	Guest Feedback & Concern Record	Capture concern facts, impact, owner, and next action.
GRV-R08	Service Recovery	Service Recovery Decision Matrix	Match recovery response to severity and guest impact.
GRV-R09	Service Recovery	Guest Recovery Authorization Guide	Define who may authorize specific recovery actions.
GRV-R10	Service Recovery	Recovery Action Record	Document the remedy, authorization, cost, and guest response.
GRV-R11	Service Recovery	Recovery Follow-Up Tracker	Control follow-up deadlines through closure.
GRV-R12	Service Recovery	Repeat Concern Pattern Log	Identify recurring causes requiring operational correction.
GRV-R13	Retention	Visit & Engagement Log	Record visits and meaningful guest engagement.
GRV-R14	Retention	Lapsed Guest Identification List	Identify guests beyond the restaurant's approved lapse threshold.
GRV-R15	Retention	Guest Reactivation Planner	Plan permissioned, appropriate return outreach.
GRV-R16	Retention	Guest Return Verification Log	Confirm reactivation and capture the return outcome.
GRV-R17	Retention	Loyalty Offer Planning Worksheet	Define audience, economics, controls, and expected behavior.
GRV-R18	Retention	Loyalty Offer Redemption Tracker	Measure offer use and guest return behavior.
GRV-R19	Campaigns	Campaign Planning Brief	Set objective, audience, permission basis, offer, and success measure.
GRV-R20	Campaigns	Campaign Calendar	Coordinate approved guest communications.
GRV-R21	Campaigns	Campaign Contact & Suppression List	Apply consent, opt-out, and exclusion controls before launch.
GRV-R22	Campaigns	Campaign Results Tracker	Measure delivery, response, redemptions, revenue, and cost.
GRV-R23	Online Reviews	Review Request Log	Track neutral, policy-compliant review requests.
GRV-R24	Online Reviews	Online Review Response & Escalation Log	Control timely public response and private escalation.
GRV-R25	Event Leads	Private Dining Lead Form	Qualify private dining opportunities.
GRV-R26	Event Leads	Catering Inquiry Tracker	Control catering inquiry follow-up and status.

GRV-R TOOL INDEX

Thirty coordinated operating tools across seven control areas

[OPEN LINKED GRAVITY GLOSSARY →](#)

Tool ID	Control Area	Tool Name	Purpose
GRV-R27	Event Leads	Large-Party Follow-Up Log	Track large-party leads through decision and post-event follow-up.
GRV-R28	Management	Weekly Guest Relationship Review	Run the weekly management review.
GRV-R29	Management	Monthly Guest Retention Scorecard	Assess results and patterns by month.
GRV-R30	Management	Guest Relationship Corrective Action Log	Assign, verify, and close systemic corrections.

LINKED GRAVITY GLOSSARY

Controlled definitions for this system. Select a term from Start Here to open this reference.

Glossary ID	Term	Gravity definition	Primary system use
GLOSS-001	Accountable owner	The person ultimately responsible for ensuring that a required result is achieved. Work may be assigned to others, but accountability remains with this person.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-002	Action owner	The person assigned to complete a specific action, provide the required evidence, and report its status by the due date.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-005	Approval	A documented decision by a person with the authority to accept, reject, release, or change a defined item.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-006	Approved version	The currently authorized form, standard, process, workbook, or document identified through version control.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-009	Authority	The legitimate right to make, approve, stop, escalate, or change a decision within defined limits.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-018	Closeout	The documented decision that an action, issue, incident, or implementation is complete, including evidence, verification, date, and remaining follow-up.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-022	<u>Control</u>	A designed action, rule, approval, check, restriction, or record intended to prevent, detect, correct, or contain an unacceptable result.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-026	<u>Corrective action</u>	A documented response intended to eliminate, reduce, or control the cause of a confirmed problem, with an owner, due date, evidence, and effectiveness review.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-029	<u>Decision rights</u>	The defined boundaries identifying who may decide, approve, recommend, perform, stop, or escalate a matter.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-033	<u>Due date</u>	The approved date by which an assigned action or decision must be completed or escalated.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-034	<u>Escalation</u>	A controlled transfer of a decision or issue to a person with greater authority, expertise, or responsibility because a threshold, deadline, risk, or boundary has been reached.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-036	<u>Evidence</u>	Reliable information showing what occurred, what was decided, whether a requirement was met, or whether a result was achieved.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-038	<u>Exception</u>	An approved, limited, and time-bound departure from a standard, supported by authority, rationale, compensating controls, and review.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-043	Frequency	The required completion rhythm for a control or tool, such as per event, daily, weekly, monthly, quarterly, annually, or when a defined change occurs.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-044	Goal	A defined result the restaurant intends to achieve, supported by scope, ownership, measures, timing, and acceptance criteria.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-045	Gravity standard	An approved Gravity requirement or operating expectation that remains subordinate to applicable law, regulation, official authority, contract, and platform rules.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-047	Implementation	The controlled process of turning an approved goal or standard into configured tools, trained behavior, operating practice, evidence, verification, and sustainment.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-048	Incident	An event or condition that causes or could cause harm, disruption, loss, control failure, or an unacceptable operating result.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-053	Lapsed and reactivated guests	Records with the matching controlled status.	Guest Relationship & Retention
GLOSS-061	Metric	A defined measurement calculated from identified data using an approved formula, period, scope, source, and interpretation rule.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-063	<u>Objective</u>	A specific result or condition that supports a larger goal and can be evaluated through defined evidence.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-065	<u>Open and overdue actions</u>	Open actions; overdue actions are open with due date before today.	Guest Relationship & Retention
GLOSS-066	<u>Open event leads</u>	Leads with status Open.	Guest Relationship & Retention
GLOSS-067	<u>Open recovery cases</u>	Cases with status Open.	Guest Relationship & Retention
GLOSS-071	<u>Permissioned email and text</u>	Contacts explicitly marked Yes for the applicable channel.	Guest Relationship & Retention
GLOSS-075	<u>Qualified review</u>	Review by a person with the required professional knowledge, organizational authority, license, certification, or subject-matter responsibility.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-080	<u>Record</u>	Retained information documenting an input, action, decision, approval, exception, result, or verification.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-081	<u>Recovery</u>	The controlled restoration of operations, technology, records, facilities, finances, staffing, or other capabilities after disruption.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-082	<u>Recovery closure rate</u>	Closed cases divided by all recorded cases; interpret with age and severity.	Guest Relationship & Retention
GLOSS-085	<u>Returned after recovery</u>	Cases where a subsequent guest return is verified Yes.	Guest Relationship & Retention
GLOSS-086	<u>Review cadence</u>	The approved schedule for examining a record, source, control, result, or standard and deciding whether action is required.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-092	Scope	The defined locations, roles, activities, records, time period, systems, and exclusions covered by a decision or implementation.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-095	Standard	An approved requirement or expectation used to guide work and evaluate conformance.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-097	System owner	The person accountable for the integrity, current version, controls, evidence, performance, and renewal of a defined system.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-098	Total guest profiles	Count of nonblank Guest IDs.	Guest Relationship & Retention
GLOSS-100	Trigger	A defined event, condition, threshold, date, or signal that requires a tool, review, decision, action, or escalation.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-103	Verification	A fact-based check confirming that a required action occurred and met the defined acceptance criteria.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-104	Version control	The method used to identify, approve, release, replace, archive, and trace changes to controlled materials.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-105	Visits — last 30 days	Visits dated within the current rolling 30-day period.	Guest Relationship & Retention

GUEST PROFILES

GRV-R02-R06 | Record only useful, observable, service-relevant facts

Guest ID	First Name	Last Name	Preferred Name	Home Location	Relationship Level	Regular?	VIP?	Preferred Seating	Service Preferences	Occasion / Date	Dietary Preference	Allergy Alert?	Last Updated
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CONTACT PERMISSION & SUPPRESSION

GRV-R01 / R21 | Record permission by channel and honor opt-out requests

Consent ID	Guest ID	Email	Mobile	Email Permission	Text Permission	Permission Date	Permission Source	Terms / Disclosure Version	Email Opt-Out Date	Text Opt-Out Date	Do Not Contact	Physical Address Used	Last Verified
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VISIT & ENGAGEMENT LOG

GRV-R13 | Build a reliable history of visits and meaningful guest engagement

Visit ID	Visit Date	Guest ID	Location	Channel	Party Size	Check / Order Ref	Net Sales	Recognized By	Recognition Used	Meaningful Preference Update	Concern?	Follow-Up Needed?
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FEEDBACK & SERVICE RECOVERY

GRV-R07-R12 | Move every concern from fact-finding to accountable closure

Case ID	Date Opened	Guest ID	Location	Source	Concern Type	Severity	Guest Impact / Facts	Immediate Action	Recovery Offered	Authorized By	Follow-Up Due	Status	Returned?	Date Closed	Root Cause / Pattern
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RETENTION & REACTIVATION

GRV-R14–R18 | Identify lapsed guests, plan permissioned outreach, and verify return

Reactivation ID	Guest ID	Last Visit	Days Since Visit	Lapse Threshold	Eligible Channel	Offer / Message	Status	Outreach Date	Response	Return Date	Return Sales	Owner	Notes
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CAMPAIGN CONTROL

GRV-R19--R22 | Plan, approve, suppress, launch, and measure guest communications

Campaign ID	Campaign Name	Objective	Audience	Channel	Permission Basis	Launch Date	Owner	Offer / CTA	Sent / Delivered	Responses	Redemptions	Revenue	Direct Cost	Status	Notes
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ONLINE REVIEW CONTROL

GRV-R23-R24 | Request reviews neutrally and respond with a consistent escalation path

Review ID	Guest ID	Request Date	Request Channel	Neutral Request?	Platform	Review Date	Rating	Response Needed?	Response Date	Response Owner	Escalated?	Case ID	Notes
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PRIVATE DINING, CATERING & LARGE-PARTY LEADS

GRV-R25-R27 | Give every qualified event inquiry an owner, next action, and decision date

Lead ID	Inquiry Date	Contact Name	Company / Group	Email	Mobile	Event Type	Event Date	Guest Count	Budget	Location	Next Action	Status	Decision Date	Estimated Revenue	Notes
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GUEST RELATIONSHIP ACTION LOG

GRV-R28-R30 | Convert patterns and review decisions into verified corrective action

Action ID	Date Opened	Source Tool	Related ID	Issue / Opportunity	Owner	Due Date	Priority	Status	Verification Method	Verified By	Date Closed	Effectiveness Review	Notes
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CONTROLLED LISTS

Reference values for consistent entry. Change only under the workbook owner's version-control process.

YES / NO	
Value	Use
Yes	Affirmative
No	Negative
Unknown	Not yet verified
Not applicable	Field does not apply

CASE STATUS	
Value	Use
Open	Action required
Pending guest	Waiting for guest
Pending internal	Waiting for restaurant
Escalated	Senior decision required
Closed	Verified complete
Cancelled	No further action

PRIORITY	
Value	Use
Low	Routine
Medium	Timely
High	Urgent
Critical	Immediate escalation

CHANNEL	
Value	Use
Email	Permissioned email
Text	Permissioned SMS
Phone	Appropriate phone contact
Direct mail	Postal communication
In person	On-premise contact
Receipt	Transactional surface
QR code	Guest-initiated surface
None	No eligible channel

Metric Definitions & Control Sources

Use these rules before setting targets, importing data, or changing dashboard formulas

Metric	Operational definition	Primary source sheet	Review rhythm
Total guest profiles	Count of nonblank Guest IDs.	Guest Profiles	Monthly
Permissioned email / text	Contacts explicitly marked Yes for the applicable channel.	Consent	Weekly
Visits — last 30 days	Visits dated within the current rolling 30-day period.	Visits	Weekly
Open recovery cases	Cases with status Open.	Feedback Recovery	Daily / weekly
Recovery closure rate	Closed cases divided by all recorded cases; interpret with age and severity.	Feedback Recovery	Monthly
Returned after recovery	Cases where a subsequent guest return is verified Yes.	Feedback Recovery	Monthly
Lapsed / reactivated guests	Records with the matching controlled status.	Reactivation	Weekly / monthly
Open event leads	Leads with status Open.	Event Leads	Daily / weekly
Open / overdue actions	Open actions; overdue actions are open with due date before today.	Action Log	Weekly

OFFICIAL CONTROL SOURCES

FTC CAN-SPAM Act: A Compliance Guide for Business	https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business	
FCC Stop Unwanted Robocalls and Texts	https://www.fcc.gov/consumers/guides/stop-unwanted-robocalls-and-texts	
FTC Protecting Personal Information: A Guide for Business	https://www.ftc.gov/business-guidance/resources/protecting-personal-information-guide-business	
FTC Start with Security	https://www.ftc.gov/business-guidance/resources/start-security-guide-business	
FTC Soliciting and Paying for Online Reviews: A Guide for Marketers	https://www.ftc.gov/business-guidance/resources/soliciting-paying-online-reviews-guide-marketers	