THE GRAVITY RESTAURANT LEADERSHIP SYSTEM

The Gravity Guest Relationship and Retention System

A practical operating system for recognition, recovery, retention, communication, and measurable guest relationships.

OPERATING MANUAL

Published by Thomas Monroe Books
Author: Thomas Butler

Publishing and Use Notice

 The Gravity Guest Relationship and Retention System is a component of The Gravity Restaurant Leadership System.

This product is an operational education and management resource. It is not legal advice, does not replace counsel, and does not guarantee compliance with every federal, state, local, platform, or contractual requirement. Restaurants must adapt the system to their technology, policies, locations, vendors, and applicable law.

DATA RULE **Collect only information the restaurant has a legitimate reason to use, obtain appropriate permission, restrict access, honor opt-outs, and remove information that is no longer needed.**

Inside This Guide

The Management Problem This System Solves

Restaurants often remember guests informally, recover problems inconsistently, collect contact information without a clear operating purpose, and send offers without knowing whether the relationship improved. Software can store data, but it cannot decide what should be collected, who owns the next action, or whether a guest concern changed the operation.

CENTRAL STANDARD **The system is complete only when guest evidence produces recognition, recovery, follow-up, or a better management decision.**

The operating loop

1. Earn and receive permissioned information through a real guest interaction.
2. Record only facts that help the restaurant serve, recover, recognize, or follow up.
3. Assign ownership and use the information at the proper moment.
4. Review the result and protect the guest's communication choices.
5. Improve service, training, offers, or systems from the evidence.

What this system is not

- It is not a license to collect every available fact about a guest.
- It is not a replacement for the restaurant's POS, reservation, loyalty, email, or event platform.
- It is not a mass-discount program or a reason to contact guests too frequently.
- It is not a substitute for personal hospitality and managerial judgment.

1. System Architecture

Thirty tools are organized into seven operating areas. The tools share the same guest IDs, case IDs, campaign IDs, ownership fields, status language, and review cadence.

SYSTEM IDENTITY **Use GRV-R01 through GRV-R30 as the official tool IDs. Do not create uncontrolled duplicates with local names.**

Data and permission

- Contact and permission records
- Guest profiles and approved preferences
- Suppression and communication choices

Recognition

- Regular and VIP guest ownership
- Special occasions
- Dietary and allergy notes that must be reverified at the point of service

Recovery

- Concern records
- Recovery authority
- Follow-up, closure, and repeat-pattern analysis

Retention and campaigns

- Visit evidence
- Lapsed-guest identification
- Reactivation, loyalty offers, campaign planning, and results

Reviews and event leads

- Neutral review requests
- Response and escalation
- Private dining, catering, and large-party follow-up

Management control

- Weekly review
- Monthly scorecard

- Corrective-action ownership

2. Roles and Decision Rights

The same person may hold more than one role in a small restaurant, but every responsibility must still be explicit.

OWNERSHIP RULE **A department cannot own a guest relationship, case, campaign, or corrective action. One named person owns the next result.**

Owner

- Approves the guest-data policy, recovery authority, financial guardrails, vendors, and access model.
- Reviews monthly risks, material complaints, and relationship investments.

General manager

- Owns system results, weekly review, repeated concern correction, and manager accountability.
- Approves official versions and ensures training is completed.

CRM system owner

- Controls guest IDs, permissions, data quality, suppression, imports, retention, and workbook maintenance.
- Does not send campaigns that have not passed the permission and suppression check.

Manager on duty

- Captures material facts, acts within recovery authority, creates case records, and makes timely follow-up commitments.

Marketing or event owner

- Plans campaigns or follows leads using approved audiences, messages, offers, and measurement.

Employee

- Recognizes guests naturally, protects privacy, reports concerns, and never promises recovery outside assigned authority.

3. Data Standards and Guest IDs

The guest record must be useful enough to support service but restrained enough to protect dignity and reduce risk.

Required data standards

- Use one Guest ID for the same person across all active tools.
- Record the source and date of permission.
- Separate observed facts from manager interpretation.
- Use neutral, respectful language that could be read by the guest without embarrassment.
- Correct duplicates and outdated contact information promptly.

Do not record

- Payment-card numbers, government identification numbers, passwords, or financial account information.
- Medical diagnoses, rumors, employee opinions, or insulting labels.
- Information unrelated to serving the guest or fulfilling a documented business purpose.
- Sensitive details copied from social media or another source without a legitimate reason and appropriate permission.

ID conventions

- Guest IDs: G-0001, G-0002, and onward.
- Recovery cases: RC-YYYY-####.
- Campaigns: CMP-YYYY-##.
- Leads: LEAD-YYYY-####.
- Corrective actions: CA-YYYY-####.

4. Permission, Privacy, and Security

Permission and data security are operating standards, not fine print added after the list is built.

DEFAULT DECISION **When permission, purpose, or authority is unclear, do not send the message and do not add the information until the issue is resolved.**

Permission practice

- Use clear language that identifies the restaurant and the communication channel.
- Record when and how permission was obtained.
- Do not assume permission for one channel automatically authorizes another.
- Honor opt-out or do-not-contact requests and update suppression records promptly.
- Use the restaurant's approved platform and current legal guidance for automated marketing messages.

Security practice

- Inventory where guest information is stored.
- Keep only information the restaurant needs.
- Limit access by job responsibility.
- Use secure accounts, strong authentication, and approved devices.
- Dispose of outdated exports and printed records securely.
- Maintain an incident-response and escalation process.

Operational disclaimer

The workbook includes permission and suppression controls, but the restaurant remains responsible for configuring its messaging tools and obtaining legal review for its actual campaigns and jurisdictions.

5. Recognition Without Intrusion

Recognition should make the guest feel known, not monitored.

Good recognition

- Uses information the guest provided or behavior the team naturally observed during service.
- Feels relevant to the current visit.
- Supports comfort, consistency, or thoughtful hospitality.
- Can be delivered without announcing private information in front of others.

Poor recognition

- Reveals that employees tracked the guest beyond what the guest reasonably expects.
- Mentions a complaint, personal detail, or prior purchase in a way that causes embarrassment.
- Treats a guest as valuable only because of spending.
- Creates different safety or food-handling standards for VIP guests.

Dietary and allergy information

- Record only what the guest states.
- Reconfirm the information during every relevant order.
- Follow the restaurant's approved allergy SOP every time.
- Never convert a CRM note into a guarantee of zero cross-contact risk.

6. Service Recovery

Recovery protects the guest relationship only when the restaurant also corrects the condition that created the failure.

RECOVERY TRUTH **A guest should not have to complain twice because the first apology was never converted into an owned action.**

The recovery sequence

- Listen without interruption and identify the guest's actual impact.
- Acknowledge the experience without arguing about intent.
- Correct what can be corrected immediately.
- Act within assigned authority or escalate without delay.
- Document the case, owner, follow-up, and system correction.
- Verify closure and, when appropriate, the guest's return.

Recovery levels

- Level 1: inconvenience or isolated miss with limited impact.
- Level 2: material failure, repeated miss, significant delay, or meaningful loss of confidence.
- Level 3: safety, discrimination, injury allegation, severe conduct, major financial exposure, or material reputation risk requiring immediate leadership escalation.

Compensation guardrails

- Compensation must correspond to impact and authority.
- A discount is not a substitute for an apology, correction, or follow-up.
- Every material recovery must connect to a case ID.
- Repeated compensation for the same pattern triggers a system review.

7. Retention and Reactivation

Retention is the evidence that the restaurant consistently gives guests a reason to return. Reactivation should be selective, respectful, and permissioned.

Define lapse by segment

- A weekly regular may be lapsed after several missed expected visits.
- An occasional celebration guest should not be labeled lapsed after the same number of days.
- Define thresholds by meaningful visit pattern, not one universal number.

Reactivation rules

- Verify contact permission and suppression before outreach.
- Review unresolved complaints before sending an offer.
- Use a real reason to reconnect, not fabricated urgency.
- Limit frequency and stop when the guest declines or does not want contact.
- Measure return and relationship quality, not only coupon redemption.

Return verification

- Connect the return to the original recovery or reactivation record.
- Record whether the guest was recognized appropriately.
- Confirm whether the next experience restored confidence.
- Close the record only when required internal actions are complete.

8. Campaigns and Loyalty Offers

A campaign is an approved management action with an audience, purpose, permission rule, cost, measurement plan, and stop decision.

Before launch

- Name the objective and eligible audience.
- Verify permission, suppression, frequency limits, and platform requirements.
- Approve the offer economics and redemption guardrails.
- Train employees on the offer before guests receive it.
- Confirm tracking, owner, and review date.

After launch

- Record delivery, engagement, redemption, revenue, and offer cost when available.
- Read guest feedback and operating complications.
- Compare the result with the original objective.
- Choose continue, change, test again, or stop.

Email and text controls

- Commercial email must use accurate sender and subject information, identify the business, include a valid postal address, provide a clear opt-out method, and honor opt-outs.
- Marketing texts may require prior written permission and must respect reasonable revocation requests.
- Restaurants should use current platform controls and legal guidance because requirements can change and state rules may add obligations.

9. Online Reviews

The goal is honest feedback and responsible response, not manipulated reputation.

Review requests

- Ask actual guests based on a consistent, neutral rule.
- Do not ask only guests expected to leave positive reviews.
- Do not condition an incentive on a positive review.
- Follow each review platform's current rules.
- Disclose incentives or relationships when required and permitted.

Public response

- Acknowledge the experience without exposing private details.
- Keep the response calm, specific, and brief.
- Move detailed recovery to an appropriate private channel.
- Do not argue, threaten, reveal guest history, or promise facts not yet verified.

Internal response

- Create a recovery case when the review reveals a material concern.
- Tag the issue theme for pattern analysis.
- Assign a system action when the review exposes a repeated standard failure.

10. Private Dining, Catering, and Large Parties

Event leads require fast response, clear ownership, disciplined follow-up, and a complete handoff from sales promise to operating execution.

Lead standard

- Respond within the restaurant's approved time standard.
- Capture the occasion, date, guest count, budget, service needs, and decision deadline.
- Assign one lead owner and one next action.
- Track booked, lost, and no-decision outcomes with a reason.

Handoff standard

- Confirm menu, dietary needs, layout, timing, deposit/payment, staffing, and special commitments.
- Transfer approved details to the operating team before the event.
- Do not leave important promises only in email or one person's memory.

Post-event relationship

- Follow up with the host.
- Record feedback and any recovery case.
- Identify a future occasion only when the conversation makes it appropriate.
- Measure lead conversion and repeat-event opportunity.

11. Operating Cadence

The forms capture events; the cadence makes the system manageable.

Daily

- Review new concerns and overdue recovery follow-up.
- Update permission changes and suppression immediately.
- Respond to material online reviews.
- Assign new event leads.

Weekly

- Review open recovery cases and repeat concern patterns.
- Update regular/VIP ownership and special occasions.
- Review campaign readiness and event lead aging.
- Assign corrective actions with due dates and evidence.

Monthly

- Review the retention scorecard.
- Identify lapsed guests using approved thresholds.
- Assess campaign and offer economics.
- Review access, duplicates, outdated exports, and data-retention needs.

Quarterly

- Approve recovery authority and decision matrices.
- Review system owners, access, privacy, and vendor configuration.
- Retire unused or duplicate tools.
- Choose the next 90-day improvement priorities.

12. Dashboard Metrics

Metrics are management questions expressed as evidence. A number matters only when the restaurant knows the definition and the decision it should influence.

METRIC RULE **Never present a retention, response, or revenue result without its time period, definition, source, and known limitations.**

Guest base

- Active guest profiles
- New permissioned contacts
- Opt-out count
- Visit records in the selected period

Recovery

- Open cases
- Closure rate
- Average days to close
- Guests returned after recovery
- Repeat concern themes

Retention

- Lapsed guests
- Reactivation attempts
- Reactivated guests
- Verified return visits

Campaigns and growth

- Campaigns sent
- Redemption rate
- Campaign revenue and cost
- Event lead conversion
- Review response completion

Management

- Open corrective actions

- Overdue actions
- Records missing owners
- Permission records needing verification

13. 90-Day Installation Plan

Install the system in controlled phases. Do not activate every tool simply because it exists.

Days 1-30: protect and stabilize

- Approve data, permission, access, and recovery policies.
- Launch GRV-R01, R02, R07, R09, R11, and R30.
- Train managers and begin the weekly review.
- Clean existing lists before importing or sending.

Days 31-60: recognize and retain

- Launch regular/VIP, special occasion, visit, lapse, reactivation, and return tools.
- Define lapse thresholds and follow-up ownership.
- Begin the monthly scorecard.

Days 61-90: communicate and grow

- Launch campaign, review, event-lead, and results tools.
- Approve offer economics and suppression checks.
- Complete the first quarterly system reset.

Advance only when

- Current tools are completed at the required frequency.
- Managers review the records and assign actions.
- Permission and suppression controls work.
- The dashboard definitions match actual data sources.

14. Technology Integration

The Gravity System supplies the operating model. Existing platforms may hold some or all of the data.

Map before connecting

- Choose the system of record for guest identity and contact information.
- Map Gravity fields to POS, reservation, loyalty, email, review, or event platforms.
- Decide which platform controls permission and suppression.
- Document import/export ownership and frequency.
- Prevent uncontrolled copies on personal devices or local desktops.

Minimum integration fields

- Guest ID
- Name
- Contact channel
- Permission and date
- Opt-out/suppression
- Last visit
- Relationship owner
- Open recovery case
- Campaign or lead IDs

Manual operation

- A restaurant may begin with the provided workbook.
- Use protected access and controlled exports.
- Move to a platform integration when volume, multi-unit operation, or automation makes manual control unreliable.

15. Complete Tool Directory

Tool	Operating purpose
GRV-R01 | Guest Contact & Consent Record	Data & Permission - Guest contact information, channel permission, source, and withdrawal status. Owner: Manager. Frequency: At capture and change.
GRV-R02 | Guest Profile & Preference Record	Data & Permission - Recognition details that help the restaurant serve the guest more thoughtfully. Owner: Manager. Frequency: As learned or confirmed.
GRV-R03 | Regular Guest Recognition List	Recognition - A current list of regular guests and the approved recognition cues employees may use. Owner: GM. Frequency: Weekly.
GRV-R04 | VIP Guest Management Log	Recognition - High-value or high-impact guest relationships requiring deliberate ownership and follow-up. Owner: GM/Owner. Frequency: As needed.
GRV-R05 | Special Occasion Calendar	Recognition - Permissioned birthdays, anniversaries, milestones, and planned hospitality touches. Owner: Manager. Frequency: Weekly.
GRV-R06 | Dietary Preference & Allergy Note	Recognition - Guest-provided dietary information with a required point-of-service verification reminder. Owner: Manager. Frequency: At disclosure and each visit.
GRV-R07 | Guest Feedback & Concern Record	Service Recovery - Facts, guest impact, response, ownership, and status for any material concern. Owner: Manager on Duty. Frequency: At occurrence.
GRV-R08 | Service Recovery Decision Matrix	Service Recovery - Consistent response levels based on severity, impact, and authority. Owner: GM. Frequency: Quarterly review.
GRV-R09 | Guest Recovery Authorization Guide	Service Recovery - Clear recovery limits by role so managers can act quickly without uncontrolled discounting. Owner: Owner/GM. Frequency: Quarterly review.
GRV-R10 | Recovery Action Record	Service Recovery - Compensation, correction, coaching, and immediate actions taken for a guest concern. Owner: Manager on Duty. Frequency: At occurrence.

Tool	Operating purpose
GRV-R11 | Recovery Follow-Up Tracker	Service Recovery - Follow-up commitments, attempts, guest response, return status, and closure. Owner: Assigned Manager. Frequency: Daily until closed.
GRV-R12 | Repeat Concern Pattern Log	Service Recovery - Recurring complaint themes that require a system correction instead of repeated apologies. Owner: GM. Frequency: Weekly.
GRV-R13 | Visit & Engagement Log	Retention - Permissioned visit, interaction, recognition, and follow-up history. Owner: Manager. Frequency: At visit or contact.
GRV-R14 | Lapsed Guest Identification List	Retention - Guests whose visit pattern has materially declined based on a defined threshold. Owner: CRM Owner. Frequency: Monthly.
GRV-R15 | Guest Reactivation Planner	Retention - A respectful reason, channel, offer, owner, and follow-up plan for re-engagement. Owner: CRM Owner. Frequency: Monthly.
GRV-R16 | Guest Return Verification Log	Retention - Evidence that recovered or reactivated guests returned and how the next experience went. Owner: Manager. Frequency: At return.
GRV-R17 | Loyalty Offer Planning Worksheet	Retention - Purpose, audience, value, guardrails, cost, dates, and approval for an offer. Owner: GM/Marketing Owner. Frequency: Per offer.
GRV-R18 | Loyalty Offer Redemption Tracker	Retention - Redemption, sales, guest response, cost, and repeat-visit outcome. Owner: Marketing Owner. Frequency: Per campaign.
GRV-R19 | Campaign Planning Brief	Campaigns - Objective, audience, message, channel, consent rule, offer, owner, and measurement plan. Owner: Marketing Owner. Frequency: Per campaign.
GRV-R20 | Campaign Calendar	Campaigns - Approved send dates, channels, segments, owners, and review dates. Owner: Marketing Owner. Frequency: Monthly.
GRV-R21 | Campaign Contact & Suppression List	Campaigns - Eligible contacts and required exclusions based on consent, opt-out, and channel preference. Owner: CRM Owner. Frequency: Before every send.

Tool	Operating purpose
GRV-R22 | Campaign Results Tracker	Campaigns - Sent, delivered, opened, clicked, redeemed, revenue, cost, and next decision. Owner: Marketing Owner. Frequency: Per campaign.
GRV-R23 | Review Request Log	Online Reviews - Neutral review requests sent to actual guests without selecting only likely positive reviewers. Owner: Manager. Frequency: As approved.
GRV-R24 | Online Review Response & Escalation Log	Online Reviews - Response status, issue severity, owner, offline recovery, and system action. Owner: GM. Frequency: Daily.
GRV-R25 | Private Dining Lead Form	Events & Leads - Contact, occasion, date, guest count, budget, needs, next step, and permission status. Owner: Sales/Event Owner. Frequency: At inquiry.
GRV-R26 | Catering Inquiry Tracker	Events & Leads - Catering requirements, quote status, follow-up, outcome, and lost-reason evidence. Owner: Sales/Event Owner. Frequency: At inquiry.
GRV-R27 | Large-Party Follow-Up Log	Events & Leads - Pre-event confirmations, post-event feedback, recovery, and future booking opportunity. Owner: Manager/Event Owner. Frequency: Per event.
GRV-R28 | Weekly Guest Relationship Review	Management Control - A structured review of recovery, recognition, reactivation, reviews, campaigns, and open actions. Owner: GM. Frequency: Weekly.
GRV-R29 | Monthly Guest Retention Scorecard	Management Control - A monthly view of guest growth, return behavior, recovery, campaigns, reviews, and lead conversion. Owner: GM/Owner. Frequency: Monthly.
GRV-R30 | Guest Relationship Corrective Action Log	Management Control - The owner, due date, evidence, verification, and closure of guest-system improvements. Owner: GM. Frequency: Weekly.

16. Source and Compliance References

These references support the system's general communication, review, and data-security guardrails. Restaurants should verify current requirements and obtain professional advice for their actual practices.

Reference	Official URL
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: A Guide for Business	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

FINAL OPERATING STANDARD **Make the guest feel recognized, protect the guest's choices, own every recovery, and let relationship evidence improve the restaurant.**

Linked Glossary

Select linked terms in the digital manual to move to their definitions. Definitions describe how the Gravity System uses each term; they do not replace qualified legal, regulatory, financial, safety, employment, or professional interpretation.

Accountable owner (GLOSS-001)

The person ultimately responsible for ensuring that a required result is achieved. Work may be assigned to others, but accountability remains with this person.

Action owner (GLOSS-002)

The person assigned to complete a specific action, provide the required evidence, and report its status by the due date.

Approval (GLOSS-005)

A documented decision by a person with the authority to accept, reject, release, or change a defined item.

Approved version (GLOSS-006)

The currently authorized form, standard, process, workbook, or document identified through version control.

Authority (GLOSS-009)

The legitimate right to make, approve, stop, escalate, or change a decision within defined limits.

Closeout (GLOSS-018)

The documented decision that an action, issue, incident, or implementation is complete, including evidence, verification, date, and remaining follow-up.

Control (GLOSS-022)

A designed action, rule, approval, check, restriction, or record intended to prevent, detect, correct, or contain an unacceptable result.

Corrective action (GLOSS-026)

A documented response intended to eliminate, reduce, or control the cause of a confirmed problem, with an owner, due date, evidence, and effectiveness review.

Decision rights (GLOSS-029)

The defined boundaries identifying who may decide, approve, recommend, perform, stop, or escalate a matter.

Due date (GLOSS-033)

The approved date by which an assigned action or decision must be completed or escalated.

Escalation (GLOSS-034)

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.

Evidence (GLOSS-036)

Reliable information showing what occurred, what was decided, whether a requirement was met, or whether a result was achieved.

Exception (GLOSS-038)

An approved, limited, and time-bound departure from a standard, supported by authority, rationale, compensating controls, and review.

Frequency (GLOSS-043)

The required completion rhythm for a control or tool, such as per event, daily, weekly, monthly, quarterly, annually, or when a defined change occurs.

Goal (GLOSS-044)

A defined result the restaurant intends to achieve, supported by scope, ownership, measures, timing, and acceptance criteria.

Gravity standard (GLOSS-045)

An approved Gravity requirement or operating expectation that remains subordinate to applicable law, regulation, official authority, contract, and platform rules.

Implementation (GLOSS-047)

The controlled process of turning an approved goal or standard into configured tools, trained behavior, operating practice, evidence, verification, and sustainment.

Incident (GLOSS-048)

An event or condition that causes or could cause harm, disruption, loss, control failure, or an unacceptable operating result.

Lapsed and reactivated guests (GLOSS-053)

Records with the matching controlled status.

Used primarily in: Guest Relationship & Retention

Metric (GLOSS-061)

A defined measurement calculated from identified data using an approved formula, period, scope, source, and interpretation rule.

Objective (GLOSS-063)

A specific result or condition that supports a larger goal and can be evaluated through defined evidence.

Open and overdue actions (GLOSS-065)

Open actions; overdue actions are open with due date before today.

Used primarily in: Guest Relationship & Retention

Open event leads (GLOSS-066)

Leads with status Open.

Used primarily in: Guest Relationship & Retention

Open recovery cases (GLOSS-067)

Cases with status Open.

Used primarily in: Guest Relationship & Retention

Permissioned email and text (GLOSS-071)

Contacts explicitly marked Yes for the applicable channel.

Used primarily in: Guest Relationship & Retention

Qualified review (GLOSS-075)

Review by a person with the required professional knowledge, organizational authority, license, certification, or subject-matter responsibility.

Record (GLOSS-080)

Retained information documenting an input, action, decision, approval, exception, result, or verification.

Recovery (GLOSS-081)

The controlled restoration of operations, technology, records, facilities, finances, staffing, or other capabilities after disruption.

Recovery closure rate (GLOSS-082)

Closed cases divided by all recorded cases; interpret with age and severity.

Used primarily in: Guest Relationship & Retention

Returned after recovery (GLOSS-085)

Cases where a subsequent guest return is verified Yes.

Used primarily in: Guest Relationship & Retention

Review cadence (GLOSS-086)

The approved schedule for examining a record, source, control, result, or standard and deciding whether action is required.

Scope (GLOSS-092)

The defined locations, roles, activities, records, time period, systems, and exclusions covered by a decision or implementation.

Standard (GLOSS-095)

An approved requirement or expectation used to guide work and evaluate conformance.

System owner (GLOSS-097)

The person accountable for the integrity, current version, controls, evidence, performance, and renewal of a defined system.

Total guest profiles (GLOSS-098)

Count of nonblank Guest IDs.

Used primarily in: Guest Relationship & Retention

Trigger (GLOSS-100)

A defined event, condition, threshold, date, or signal that requires a tool, review, decision, action, or escalation.

Verification (GLOSS-103)

A fact-based check confirming that a required action occurred and met the defined acceptance criteria.

Version control (GLOSS-104)

The method used to identify, approve, release, replace, archive, and trace changes to controlled materials.

Visits — last 30 days (GLOSS-105)

Visits dated within the current rolling 30-day period.

Used primarily in: Guest Relationship & Retention