

Four hotels, one standard

A four-property boutique hotel group had a reputation that changed with the building. Guests noticed it, the reviews said so, and the service standards existed mostly as things the longest-serving staff happened to know. The group now designs the guest experience with the Experience Architect, one expert inside a nine-expert AI Brain, which maps the journey a guest actually takes and writes the standard for each moment.

68 NET PROMOTER SCORE Up from 41 over two seasons	134 TOUCHPOINTS MAPPED Booking to checkout, all four properties	9 SERVICE STANDARDS Written, teachable and observable	3 SIGNATURE MOMENTS Designed once, delivered at every property
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WHAT THE EXPERIENCE ARCHITECT DOES

Maps the journey the guest actually takes. Every touchpoint from the first search to the final email is listed, including the ones nobody owns.

Turns service into a standard. Each moment gets a written standard a new hire can be taught and a manager can watch for.

Designs the moments worth remembering. A small number of deliberate high points are built in rather than hoped for.

Finds the failure before the guest does. Weak points are ranked by how many guests hit them and how badly.

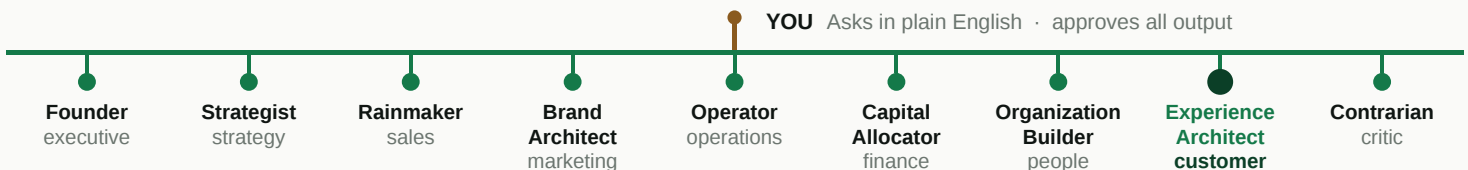
Closes the loop on every complaint. Each one traces to the touchpoint that caused it and the standard that failed.

HOW A FIX MOVES

- A question arrives in plain English**
From a review, a note or a manager
- The Experience Architect maps it**
Against the group's own guest journey
- The failing standard is named**
Not the person who was on shift
- The Contrarian challenges the fix**
The critic seat reviews before delivery
- You approve, then it rolls out**
Approval is required by rule

THE ADVISORY BOARD, AND THE EXPERIENCE ARCHITECT'S TOOLKIT

Nine specialists operating from one shared business context. Eight produce work; the ninth challenges it. The Experience Architect holds the customer seat.



THE EXPERIENCE ARCHITECT'S TOOLKIT

The group's journey map · Service standards · Signature moments · Complaint trace log · The guest record