

Owner Action Summary

A one-page portfolio summary translating the assessment into provisional checks and next decisions.

Business	Anonymized café	Source	Public Google reviews
Sample	50 usable written reviews	Assessment date	14 September 2026

DECISION GUIDE

PROTECT Maintain a verified strength.	PROMOTE Make a verified strength more visible.	MONITOR Watch for recurrence or change.	REVIEW Check internal context before deciding.	TEST Trial one narrow change if justified.
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PRIORITY ACTIONS / CHECKS

#	EVIDENCE-LED ACTION / CHECK	WHAT TO VERIFY INTERNALLY	DECISION
1	Review the drinks behind the weaker coffee feedback.	Match the specific drink and visit context with preparation, complaints/remakes and actual price before deciding whether a change is justified.	REVIEW
2	Protect the service behaviours customers repeatedly praise.	Confirm which staff/shifts consistently show friendliness, attentiveness and helpful recommendations; compare with complaint records.	PROTECT
3	Promote praised food/drinks only after checking business performance.	Compare repeatedly praised items with sales, repeat ordering, margin, availability and direct customer feedback.	PROMOTE
4	Protect the setting attributes that support positive visit occasions.	Check which times, seating conditions and environment features align with repeat-customer and owner observations.	PROTECT

WHAT NEEDS OWNER CONTEXT

Owner verification needed • Which drinks and visits sit behind the weaker coffee comments? • Do service complaints cluster around particular dates, shifts or busy periods? • Which praised items also perform well in sales, repeat ordering and margin?	Keep in view - no broad action yet • Portion size: only three coded reviews and mixed direction. • Takeaway packaging: one isolated glass concern. • Value / pricing: mostly positive, with one coffee-price complaint.
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IMMEDIATE NEXT STEP

Start with the coffee exceptions: match each weaker review to the specific drink and available visit context, then compare preparation, complaints/remakes and price before deciding whether any change is justified.

EVIDENCE BOUNDARY This portfolio sample has no owner-side verification. Public feedback shows customer experience, not verified internal causes. The decisions above are provisional checks; broader operational, staffing, pricing, supplier, product or service changes require relevant owner-side evidence.