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Stanley - January 12, 2026, 10:35 am

Interpretive Drift: Why Service Systems Keep Solving the Wrong Problem

Service systems often fail not because of poor execution, but because their underlying interpretations of customer needs and problems become outdated. While scripts, metrics and processes remain consistent and compliant, they no longer align with evolving customer expectations, contexts or risks. This "interpretive drift" occurs quietly, as systems keep solving yesterday's problems perfectly while missing today's realities. Training, tighter controls and optimization only scale the misalignment. The real fix? Force the system to re-evaluate and rename the problem it's solving, prioritizing fresh interpretation over outdated consistency. Consistency hides drift -- until it's too late.

<https://hackernoon.com/interpretive-drift-why-service-systems-keep-solving-the-wrong-problem?source=rss>