Starbucks Delivering Customer Service

The Decision!

In order to increase customer satisfaction, it is additional 20 hours of labor. This would ultimately cost Starbucks $40 million annually.

What would you do?

Case Summary

Market Analysis

Customer Service

Fast Forward to 2011

Customer Service is Important.
- Partners are trained “Soft Skills”
- Customer Snapshot

Key Attributes in Creating Customer Satisfaction
- Quality
- Cleanliness
- Select a well-trained customer service representative
- Efficient service
- High-quality coffee

Current Issues

2011
- New Excitation Proof
- Closed 500 stores worldwide
- Cut $500 Million dollars

2012
- Sales Sluggish
- Expanding to China, Korea and Canada
- Closing 1,000 stores

Starbucks: Delivering Customer Service Case Analysis

Starbucks Coffee Company

Mission Statement

To inspire and nurture the human spirit one person, one cup and one neighborhood at a time.

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Starbucks Coffee Company
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To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time.
The story began in 1971.... Back then it was a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market.
In 1982 Howard Schultz joined the marketing department. Before buying the company from the three founders, Schultz realized the true potential of a neighborhood coffee shop during a trip to Italy.