

The people on our Second To None project team are very responsive, helpful and a pleasure to work with. My perception is that they truly want to partner with the companies they work with and that they take great pride in the product they deliver. I have very high standards of performance and feel you have assigned to us an excellent team that delivers on their promises.

S. W.

Performance Measures Manager



Case Study: Starbucks

CHALLENGE

Starbucks needed a partner to administer a high-end, comprehensive customer evaluation program that would measure and compare the Starbucks customer experience standard for 6,000 locations quarterly. They previously utilized several different companies which failed to meet various requirements and looked for a leader within the customer experience industry. It was critical for transition to the new program be transparent to the field.

OBJECTIVE

The mystery shop program measured how stores deliver against their customer experience goal of providing 5-star legendary service with each interaction.

APPROACH

Voice of the Customer:

Measure the Starbucks customer experience in coffeehouses.

Analytics and Reporting:

Custom reporting and data analytics solutions such as key drivers, customer experience mapping and sales linkage analysis in Second to None's robust cloud-based console.

Brand Experience Strategy and Design:

Second to None aligned Starbucks brand strategy to the customer experience with the evaluation program. The questionnaire focused on Starbucks value to each customer interaction.

SOLUTION

Second to None implemented a program that measured detailed quantitative information about the customer experience on a consistent basis for company owned and licensee delivery channels, ensuring all reports were identical to legacy documents for transparent transition. An in-house procurement and distribution system for scales, thermometers and stopwatches was developed as well as custom web-based report dispute resolution system for tracking of individual shops. Second to None gathered qualitative research on how stores delivered on the Starbucks mission of Culture, Coffee and Connection.

RESULTS

The program has become an integral part of the Starbucks "green apron" program and over 500,000 evaluations were delivered and analyzed. These evaluations revealed a set of best practices, that if delivered yielded a dramatic impact on performance- including process improvements and production area layout changes. Using the data to tweak operations, Starbucks achieved a large and significant improvement in speed of service. Building on that success, year-over-year revenue increased 12-16% at stores that moved from 'good' to 'exceptional' status.