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Starbucks

The main issue at stake for the Starbucks company is to increase the satisfaction of customers with the quality of service provided by the employees. Despite the fact that the company is striving in the industry by contrast to other coffee shops, the recent data of the market research suggested that there is a need to enhance the speed of the service provided, as this point is the key to increase satisfaction with the service. In order to improve this area, the senior vice president of the company Christine Day offered to increase the hours of labor for each store, what requires considerable investment from the side of shareholders. In this case, service performance is the most vital aspect to be considered. The preparation of company's staff member is a durable process that requires training. During this period, the employees obtain both technical and social or 'soft' skills.

The essential idea of upholding the American based coffee industry is not the end decision for the company. The aim of Starbucks is to provide perfect service for the customers in order to create an image of the caring and safe organization. The most complicated task for employees is to be prepared for customer's desires. The main feature of Starbucks in contrast to other coffee shop is the ability to order personal drinks. This means that there is no set of ingredients or system for making certain drinks on the menu. The complexity of job is to learn the possible combinations in order to provide the drink in a high quality yet rapid manner. The main features of evaluating the service include quality of product, cleanliness, speed of the service and the service itself in terms of greeting the clients or making eye contact during order registration.

The major challenge of the company is to see the evolving customer base, as well as perceive the suggested changes in labor by Christine Day as an investment oriented at customer, rather than an expense for the company. The current offer is of providing a three minute service for each order. Customer satisfaction has not been of main priority for the company, as the establishment of a brand took a great share of both effort and investment. Nevertheless, a regular customer enters Starbucks only five times per month, what is very little in contrast to the predicted amount of customers' visit. In order to improve this situation time should be considered. Currently, while making an order any customer can also ask for a sandwich or a warmed up sweet that also takes time of standing in the line.

Nevertheless, the possible recommendation for Starbucks would involve not only the enhancement of speedy service through increase of labor hours, but also increase in the amount of shops in the business areas. The pattern of Starbucks clients is gradually changing and more youth with little income are entering the store. In order to make them satisfied, the new pricing strategy should be provided, as the coffee is currently one of the most expensive in the business. Moreover, through the increase of the amount of store it would be possible to reach more people and maintain the same speed of distribution with the equal level of quality. By following

mentioned suggestion Starbucks company will ensure stability on the market and would reach the highest level of customer satisfaction.