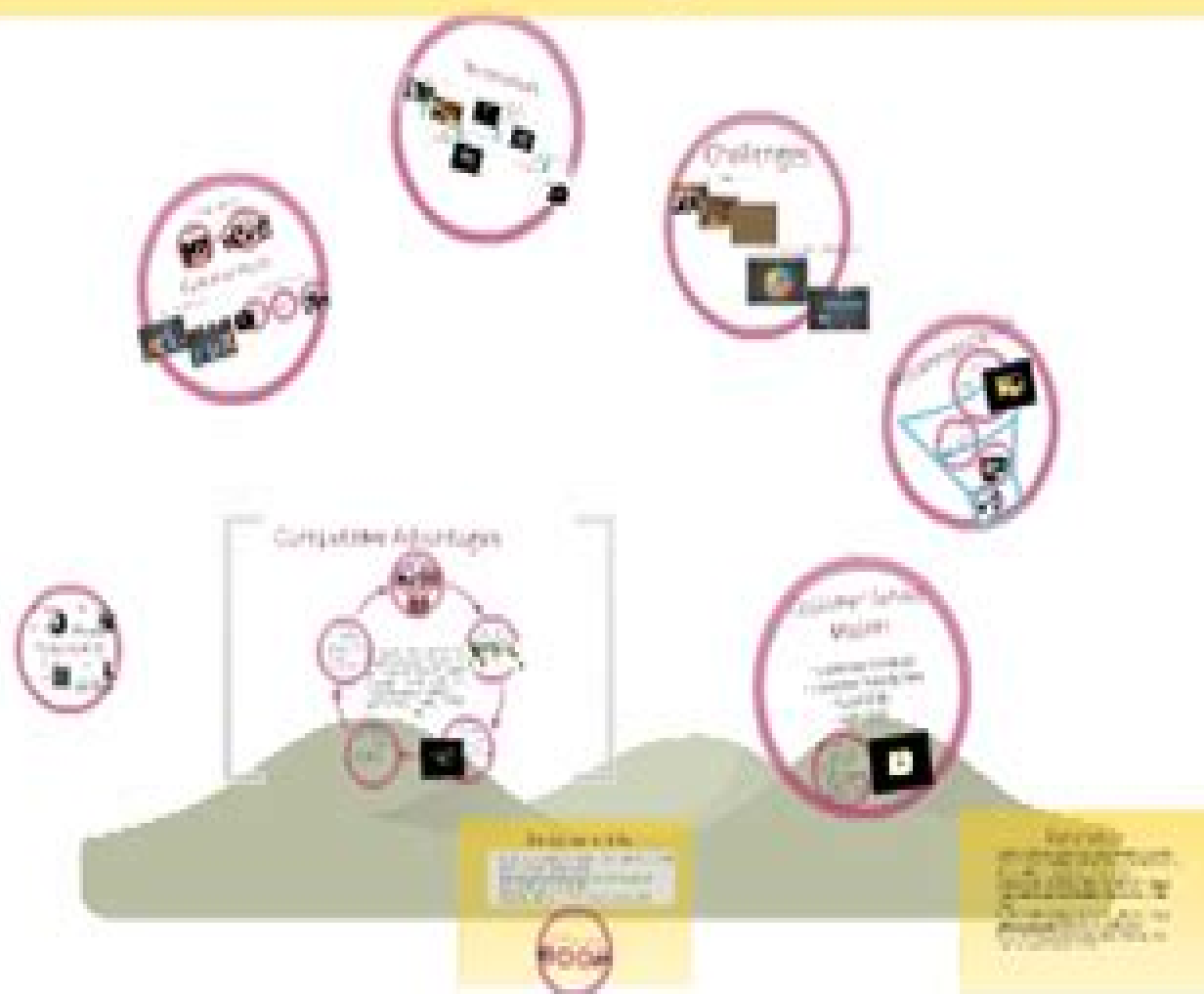




Starbucks: Delivering Customer Service



Case Study Starbucks Delivering Customer Service

Szintia Dezzi



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Starbucks Moon Youngme, John A. Quelch, Harvard University. Harvard Business School, Starbucks Coffee Company, Harvard Business School Publishing Corporation, 2003 **Strategy Implementation** Kurt Verweire, 2014-04-24 Strategy implementation or strategy execution is a hot topic today Managers spend significant resources on consulting and training in the hope of creating brilliant strategies but all too often brilliant strategies do not translate into brilliant performance This book presents new conceptual models and tools that can be used to implement different strategies The author analyses how market leaders have benefitted from successful strategy implementation and provides the reader with a comprehensive and systematic framework to tackle strategy implementation challenges Have clear strategic choices been made Are actions aligned with the strategy What s the organizational context for the strategy In answering these simple questions the book provides students of strategic management along with managers involved in designing and implementing strategies with a valuable resource *Marketing Strategies for the Internationalization of Businesses and Brands* Teixeira, Sandrina Francisca, Remondes, Jorge, Zelaya, Sandra, 2025-07-31 International marketing plays a pivotal role in how companies navigate the complexities of globalization cultural diversity and rapidly evolving digital landscapes Understanding how to effectively enter and operate in foreign markets is essential for business growth innovation and long term sustainability As digital transformation reshapes consumer behavior and business models companies must adapt their strategies to stay competitive and relevant across borders Exploring the dynamics of cross cultural communication regulatory environments and digital tools helps professionals make informed impactful decisions in the global marketplace This area of study supports the development of globally minded leaders capable of driving inclusive and adaptive business practices Marketing Strategies for the Internationalization of Businesses and Brands provides a comprehensive and up to date analysis of international marketing It focuses on the changes and challenges companies face in today s globalized world Covering topics such as artificial intelligence e commerce and social media this book is an excellent resource for educators researchers academicians marketing professionals business leaders and executives and more Service Systems Management and Engineering Ching M. Chang, 2018-01-05 The ultimate instructional guide to achieving success in the service sector Already responsible for employing the bulk of the U S workforce service providing industries continue to increase their economic dominance Because of this fact these companies are looking for talented new service systems engineers to take on strategic and operational challenges This instructional guide supplies essential tools for career seekers in the service field including techniques on how to apply scientific engineering and business management principles effectively to integrate technology into the workplace This book provides Broad based concepts skills and capabilities in twelve categories which form the Three Decker Leadership Architecture including creative thinking and innovations in services knowledge management and globalization Materials supplemented and enhanced by a large number of case studies

and examples Skills for successful service engineering and management to create strategic differentiation and operational excellence for service organizations Focused training on becoming a systems engineer a critically needed position that according to a 2009 Moneyline article on the best jobs in America ranks at the top of the list Service Systems Management and Engineering is not only a valuable addition to a college classroom but also an extremely handy reference for industry leaders looking to explore the possibilities presented by the expanding service economy allowing them to better target strategies for greater achievement

Services Marketing: People, Technology, Strategy (Eighth Edition) Jochen Wirtz, Christopher Lovelock, 2016-03-29 Services Marketing People Technology Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research Featuring cases and examples from all over the world Services Marketing People Technology Strategy is suitable for students who want to gain a wider managerial view of Services Marketing

Why Marketing to Women Doesn't Work J. Darroch, 2014-07-05 This book addresses the challenges and subtleties behind marketing to women and confronts the idea that gender alone can be used as an indicator to target your market Darroch provides practical insights into market segmentation and recommends a new approach that focuses on targeting human needs not gender in order to reach female customers

Brand-Promise and Brand-Delivery. A Study of Customer Experience Management at Starbucks in Cluj-Napoca Szintia Dezs, 2019-05-28 Master s Thesis from the year 2018 in the subject Business economics Business Management Corporate Governance language English abstract The principal aim of this paper is to analyze the customer experience journey to evaluate the brand promise versus brand delivery of Starbucks throughout a local survey in order to determine how well the values presented in the mission statement of the company align with customers perceptions in Cluj Napoca Romania The choice is not arbitrary given that it is one of the most popular coffee shops in the country which may be attributed not only to the quality of the products and services but to the sophistication it is associated with as well Customer experience CX has become a buzzword in business management and it can help companies reevaluate and rethink their strategy in order to gain competitive advantage in their market Organizations are becoming increasingly aware of the need of creating an outstanding and unique customer experience Leaders have realized that customer satisfaction is no longer enough to ensure customer loyalty and the thriving of a brand in today s world In these circumstances it is no surprise that the topic has been receiving considerable attention over the past years

The Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable and Positive Experience to Your Customers Reza Soudagar, Vinay Iyer, Volker Hildebrand, 2011-09-23 This excellent book makes it quite clear that your business has to focus on customer experience for 21st century business success It s more than refreshing to read the multiple case studies and well thought out

approach and to hear the experienced voices of these authors You've spent way too much time reading this endorsement Read the book instead It's so worth it Paul Greenberg author of CRM at the Speed of Light To differentiate yourself and delight your customers you must manage your customers experience with your goods or services and your company This invaluable book will show you why you must do this and how to do it well Henry Chesbrough author of Open Innovation and Professor at the Haas School of Business University of California Berkeley Technology advances are raising the human expectation of what an experience with a company can and should be Finally a book has been written that combines behavioral psychological micro economic and technological considerations defining the customer experience edge Paul D Alessandro Partner PricewaterhouseCoopers As we move from Customer Experience 1.0 to Customer Experience 2.0 organizations and practitioners need a solid blueprint for success Reza Vinay and Volker have created a clear and concise guide based on global best practices and proven principles If you are ready to transform your organization start by reading this book Lior Arussy President Strativity Group and author of Customer Experience Strategy The Customer Experience Edge is an excellent book to gain insights on how to leverage customer experience as a competitive advantage The case studies serve as recipes that can be added to modified or simply baked into business plans to improve or deliver an exceptional customer experience Deb Dexter Customer Service Director Cardinal Health About the Book Globalization and advanced technologies have given ever greater power to the person who decides if your business will succeed or fail the customer Whether your company serves consumers or other businesses you can no longer compete on price and quality alone To gain profits and market share you have to deliver an experience that makes customers want to come back and that sets you apart from the competition You need to seize The Customer Experience Edge Drawing on over sixty years of experience in shaping customer centric strategies and technologies for leading companies three innovators bring you practical and proven ways to create your customer experience programs and overall business strategies The key is to strike a balance between programs that are effective but prohibitively expensive and programs that fail to dedicate enough resources to be effective In the middle ground lie the tools that everyone overlooks foundational and disruptive technologies These are the authors main fields of expertise and these are what make the customer experience profitable The Customer Experience Edge explains how to combine strategy leadership organizational change and technology to Develop products and services that are highly valued by customers Form bonds that keep clients from turning to competitors Transform customers into your best advocates It's a new world of business and customers are keenly aware that their loyalty is valuable currency The Customer Experience Edge gives you a cost effective sustainable way to provide an unforgettable experience that builds loyalty and turns it into real measurable profits

[REDACTED]- ,2006 **Journal of Integrated Communications** ,2003 *Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification* Rajat Paharia,2013-06-18 The New York Times and Wall Street Journal bestseller The new secret to driving LOYALTY THAT PAYS Once revolutionary loyalty

programs designed to differentiate products quickly became commoditized And yet billions of dollars are still spent every year on programs that are doomed to fail These programs it turns out don't inspire long term loyalty Once a better deal comes along customers will gladly defect Can you blame them Silicon Valley start up Bunchball the pioneer and innovator in gamification is light years ahead when it comes to the concept of loyalty and using it to drive business profits and growth Focusing not only on customer loyalty but also the loyalty of employees and partners Bunchball combines behavioral economics big data social media and gamification to inspire loyalty that lasts from everyone involved in the success of a business Now in Loyalty 3.0 Bunchball founder Rajat Paharia reveals how you can use these same techniques to seize the competitive edge for your business Paharia shows you how to create a system powered by human motivation and digital technology that creates ongoing persistent engagement among customers employees and partners Loyalty 3.0 arms you with everything you need to know in order to build a loyalty and engagement program that drives a sustainable advantage for your business including The building blocks of motivation big data and gamification necessary for creating a powerful strategy that drives long term loyalty Case studies from today's most innovative companies that are already driving customer engagement learning and skill development and employee motivation with Loyalty 3.0 methods Step by step guidance on how to plan design build and optimize your program Now is the time to abandon your traditional loyalty programs and start taking all your stakeholders seriously so they will take your company seriously Loyalty 3.0 is the game changing leap you've been waiting for When you create true loyalty among customers employees and business partners you will generate a sustainable competitive advantage and win in your industry Praise for Loyalty 3.0 Relationships are the single greatest asset for all organizations Relationships with customers relationships with employees relationships with partners In Loyalty 3.0 Rajat Paharia reveals the new science of relationship building through big data and gamification TIM BROWN CEO IDEO Loyalty 3.0 is filled with major insights and does a brilliant job of grounding the reader in fundamental concepts around motivation big data and gamification building on these concepts through real world case studies that bring the combinations to life It finishes with actionable ideas and next steps that enable you to test and operationalize these ideas in your own workplace and personal life BRAD SMITH CEO Intuit A fascinating insight into how companies are exploiting big data MARK READ CEO WPP Digital Rajat pioneered the business use of big data and game mechanics to transform the customer experience A decade before anyone else he saw that the same techniques that video game designers had used for years fast feedback badges competition goals and leveling up were also incredibly powerful for motivating behavior outside of games and an industry was born This book shares his secrets CLARA SHIH CEO of Hearsay Social author of The Facebook Era and board member at Starbucks Rajat Paharia comprehensively explains how to create loyalty in the modern world full of data and connectivity If you want to learn how to motivate and inspire employees you must read this book DAVE KERPEN New York Times bestselling author of Likeable Social Media and Likeable Business In this powerful and groundbreaking book

Rajat Paharia clearly demonstrates how big data motivation and gamification can be utilized to create true engagement and loyalty We believe Loyalty 3 0 will be a game changer for our associates and guests RAY BENNETT Chief Lodging Services Officer Marriott International The journey to Loyalty 3 0 is real Rajat s vision shows why right time relevancy and context will transform how organizations engage with customers and truly craft relationships R RAY WANG Principal Analyst and CEO at Constellation Research Adoption is a critical component when creating an exceptional customer experience or smarter workforce and gamification has proven to be a powerful driver for success The insights Rajat shares in Loyalty 3 0 will help guide the next wave of deeper relationships across the enterprise SANDY CARTER IBM Vice President Social Business Evangelism and Sales

The Consultant ,2000 Chain Store Age ,2000 Admap ,2007 Personnel Management Abstracts ,1997 **Management Information Systems** James A. O'Brien,2004 **Brand-Promise and Brand-Delivery. A Study of Customer Experience Management at Starbucks in Cluj-Napoca** Szintia Dezsi,2019-02-25 Master s Thesis from the year 2018 in the subject Business economics Business Management Corporate Governance language English abstract The principal aim of this paper is to analyze the customer experience journey to evaluate the brand promise versus brand delivery of Starbucks throughout a local survey in order to determine how well the values presented in the mission statement of the company align with customers perceptions in Cluj Napoca Romania The choice is not arbitrary given that it is one of the most popular coffee shops in the country which may be attributed not only to the quality of the products and services but to the sophistication it is associated with as well Customer experience CX has become a buzzword in business management and it can help companies reevaluate and rethink their strategy in order to gain competitive advantage in their market Organizations are becoming increasingly aware of the need of creating an outstanding and unique customer experience Leaders have realized that customer satisfaction is no longer enough to ensure customer loyalty and the thriving of a brand in today s world In these circumstances it is no surprise that the topic has been receiving considerable attention over the past years Library Journal ,2005 Library Journal Melvil Dewey,Richard Rogers Bowker,L. Pylodet,Charles Ammi Cutter,Bertine Emma Weston,Karl Brown,Helen E. Wessells,2005 Includes beginning Sept 15 1954 and on the 15th of each month Sept May a special section School library journal ISSN 0000 0035 called Junior libraries 1954 May 1961 Also issued separately **Customer Service Best Practices** Ron Zemke,1998

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