

# The Starbucks Barista Training Process

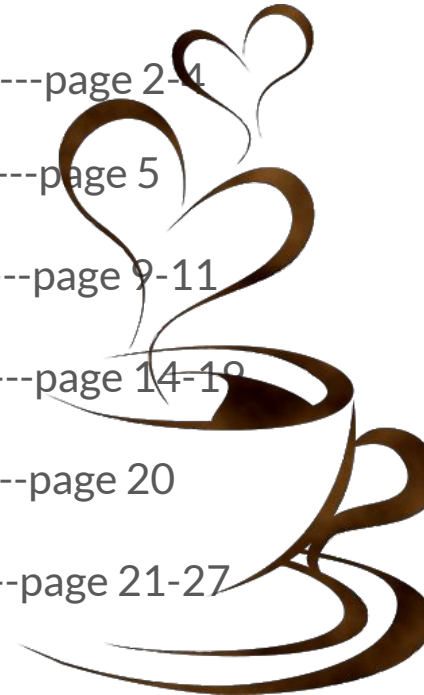
Straight from the Barista's mouth





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**“I didn't learn how to make this drink when being trained”**

- Real Starbucks Barista



**“Wait, how do you clean cold bar? I wasn’t taught this”**

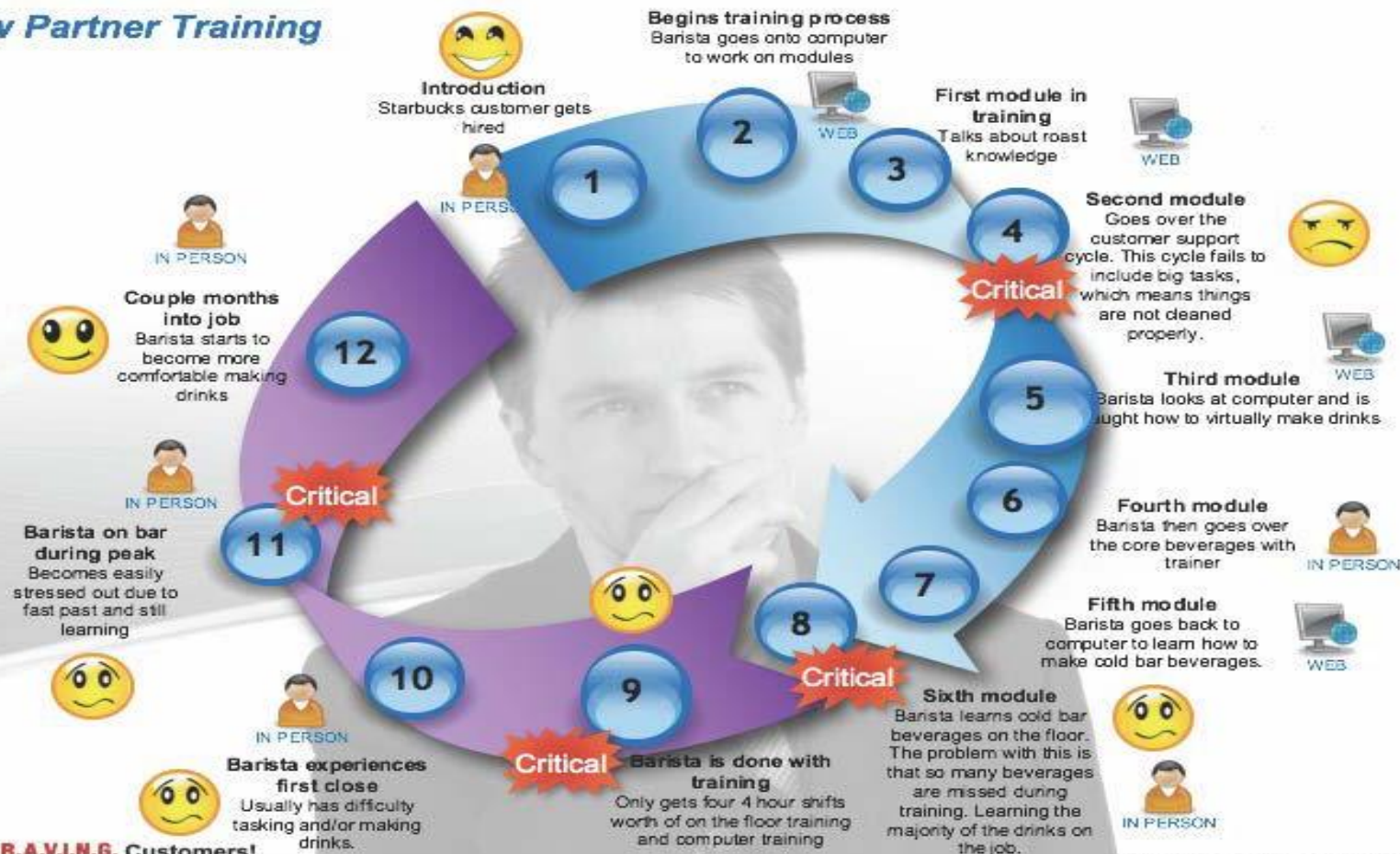
- Real Starbucks Barista



**Which frappuccinos get classic syrup, again?**

- Real Starbucks Barista

## New Partner Training





# How Did We Identify The Problem?

We created a **customer journey map** after speaking to the baristas at a store location



## **The Journey Goal**

To minimize the cost of product waste that is made by drink remakes

This will also ensure customer satisfaction therefore, improving the customer experience







# The Problem

Baristas need **more time to train** in order to create a **better customer experience**

If baristas were *more knowledgeable*, there would be *less drinks that had to be remade*





## The Problem

Starbucks is wasting **gallons of milk** when drinks have to be remade

Not only is product being literally *tossed down the drain*, but the amount of time it takes to remake a drink is also *more time* that could have been spent getting *more drinks* out the window, therefore *more customers*




## The Problem

All of these **incorrect drinks** are only creating a **negative customer experience**

Customers have shown to, more times than not, only remember the drinks that were *made wrong* instead of the ones *made correctly*







The Starbucks' slogan is **“to inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time”**



**But at what cost?**



## The Cost



The average barista salary is **\$13.05 per hour**

One training shift is *four hours* and there are only *four shifts of training* before the barista is officially certified

$\$13.05 \times 4 \text{ hours} = \textbf{\$52.20 spent per shift}$

$\$52.20 \times 4 \text{ shifts} = \textbf{\$208.80 spent to train one barista}$



## The Cost

Sure, it only costs **\$208.80** to train one barista....

HOWEVER

Majority of the drinks either *aren't included in the training modules* OR *aren't gone over enough* for the barista to remember the recipe and beverage sequence





## The Cost

### BECAUSE OF THIS

The average number of drinks remade **every day** due to either the barista's *lack of knowledge* or *customer complaints* is **60 drinks**



## The Cost

So let's say each drink costs approximately **\$6**

60 drinks x \$6 = **\$360 per day** that's spent on remakes

This adds up to **\$2,520 each week**

\$2,520 x 4 weeks = **\$10,080 per month**

\$10,080 x 12 months = **\$120,960 per year** on remakes



## The Cost

However, one store doesn't consist of only one barista. There are, on average, **25 baristas** per location.

\$208.80 cost training one barista x 25 baristas = **\$5,220**

It costs **\$5,220 to train an entire store**

When adding this to the money that's spent on remakes, we get...

# YEARLY COST

**\$126,180**

And to think, this is just for one store



Now this amount of money spent on waste can *decrease exponentially* if Starbucks decides to *extend their baristas training period*

I propose that Starbucks **extends each training shift to 7 hours** instead of 4 hours



## The Cost 2.0

After extending the training shifts to **7 hours**, Starbucks would spend **\$91.35 on each barista** per training shift.

Like we discussed, each barista has **four training shifts**

$$\$91.35 \times 4 \text{ shifts} = \mathbf{\$365.40}$$

$$25 \text{ baristas} \times \$365.40 = \mathbf{\$9,135} \text{ (cost to train store)}$$



## The Cost 2.0

I know this cost might seem high, HOWEVER, with *proper training, less drinks* will be demanded to be remade

I predict that the number of drinks remade will go from **60 drinks** to **30 drinks a day**



## The Cost 2.0

“Why do you think **30 drinks a day** will still have to be remade?” you ask

Customers will sometimes *not clarify* if they wanted their drink *hot or iced* until they get it. Also some can be really *picky* and want the drink remade if it isn't made *just the way they like it*.





## The Cost 2.0

With this in mind, let's do the math for *money spent on remade drinks*

To remind you, **each drink** costs approximately **\$6**



## The Cost 2.0

30 remade drinks x \$6 per drink = **\$180 spent per day**

\$180 per day x 7 days = **\$1,260 spent per week**

\$1,260 x 4 weeks = **\$5,040 spent per month**

\$5,040 x 12 months = **\$60,480 spent per year on remakes**



## The Cost 2.0

*Each year with the new training period, Starbucks is only losing **\$60,480** on remade drinks*

To train an entire store now costs **\$9,135**

When adding these two numbers together, Starbucks is spending **\$69,615** on *properly training baristas* and waste *each year per store*



Therefore, Starbucks is saving...

**\$56,565**

And this is for *each location*





## To wrap things up...

Due to personal experience with the company, as well as asking fellow partners their training experience, I believe that if the training period was *increased* to **28 hours** from the current **16 hours**, there would be *less drinks remade* and a *better customer experience*.

Thank you for your undivided attention