

# STARBUCKS OMNICHANNEL STRATEGY WITH CUSTOMER JOURNEY MAPPING

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## ABSTRACT

This article explores Starbucks' effective implementation of an omnichannel strategy to enhance customer engagement and satisfaction. By utilizing Customer Journey Mapping (CJM), the study identifies touchpoints in the customer experience and examines how technology facilitates seamless interactions. Through qualitative and quantitative methods, insights into consumer behaviour and preferences are derived. This article seeks to provide valuable implications for businesses aiming to optimize their customer engagement models.

**Keywords:** Starbucks, Customer, Touchpoints, Customer Journey

## 1. INTRODUCTION

In today's competitive market, delivering a seamless and consistent customer experience across multiple channels is essential for business success. Starbucks, a global leader in the coffee industry, has effectively implemented an omnichannel strategy to enhance customer engagement and satisfaction. An omnichannel strategy integrates various touchpoints such as physical stores, mobile apps, websites, and social media to create a unified and personalized experience. Starbucks ensures that customers can order, pay, and interact with the brand effortlessly, whether they visit a store, use the mobile app, or engage online. To better understand and optimize customer interactions, Starbucks uses Customer Journey Mapping (CJM) a visual representation of customer experiences across different channels. By mapping out each stage of the customer journey, from awareness to purchase and post-purchase engagement, Starbucks identifies key pain points and opportunities for improvement. This study explores how Starbucks leverages its omnichannel approach and customer journey mapping to build brand loyalty, drive sales, and provide a frictionless experience for customers worldwide.

## 2. REVIEW OF LITERATURE

**Li, Z., Wang, J., & Liu, J. (2024).** Integrative Strategies for Omnichannel Order Fulfilment with Risk Aversion. This study explores the integration of online logistics centers with physical store inventories in omnichannel retailing. It analyses three fulfilment strategies—Ship-from-Online (SFO), Ship-from-Store (SFS), and Ship-to-Store (STS)—considering retailers' risk aversion. The findings indicate that STS is optimal for risk-averse retailers with low operational costs, while SFS is preferable for high-cost inventory scenarios.

**Ullagaddi, P. (2024).** From Barista to Bytes: How Starbucks Brewed a Digital Revolution. This study explores Starbucks' digital transformation, focusing on the "Digital Flywheel" framework, which integrates mobile applications, artificial intelligence, and data analytics. The research highlights how Starbucks leverages these technologies to personalize customer experiences, optimize operations, and create a seamless omnichannel journey. Challenges such as data privacy and technology costs are also discussed.

## 3. SCOPE OF THE STUDY

This study focuses on Starbucks' omnichannel marketing strategy, with particular emphasis on the use of the Customer Journey Mapping Model. The research will analyze the integration of digital and physical touchpoints and how they contribute to customer engagement and satisfaction. The study will target regular Starbucks customers who use multiple channels, particularly mobile apps and loyalty programs. It will also explore the impact of technology, including digital payments and AI-driven features, on customer loyalty and satisfaction.

## 4. STATEMENT OF THE PROBLEM

While omnichannel strategies are effective, many businesses struggle to integrate their channels in a way that provides a consistent experience for the customer. This study addresses the challenge of understanding how Starbucks has successfully leveraged omnichannel marketing through the lens of Customer Journey Mapping. It explores how Starbucks can enhance customer experience and engagement by optimizing touchpoints across its various channels. This study aims to explore how Starbucks integrates its omnichannel strategy across various touchpoints and the role customer journey mapping plays in improving customer engagement and satisfaction. It will also examine the impact of technology, such as mobile apps and AI-driven recommendations, on customer loyalty.

## 5. OBJECTIVES OF THE STUDY

- To Examine the omnichannel marketing strategies employed by Starbucks.
- To Apply the Customer Journey Mapping Model to analyze customer interactions at different touchpoints.
- To Evaluate how Starbucks enhances customer engagement and satisfaction through Omnichannel marketing.
- To identify the key factors contributing to the success of Starbucks' omnichannel approach.

## 6. RESEARCH METHODOLOGY

This study aims to analyse Starbucks' omnichannel strategy and the role of customer journey mapping in enhancing customer engagement, satisfaction, and business success. The research methodology outlines the approach used to collect, analyse, and interpret data for this study.

**6.1- DATA COLLECTION:** Data was collected through primary data sources.

**6.2- RESEARCH DESIGN:** The study adopts a descriptive research design, as it aims to explore and analyze Starbucks' omnichannel approach from a customer perspective. By using Customer Journey Mapping (CJM), the study will assess customer experiences at various touchpoints, such as mobile apps, in-store interactions, digital payments, and loyalty programs.

**6.3- SAMPLING TECHNIQUE:**

- The study will use a non-probability convenience sampling method, targeting Starbucks customers who actively engage with the brand through multiple channels.
- Respondents will include regular Starbucks customers who have used at least two different touchpoints (mobile app + in-store visit).

**6.4- TOOLS FOR ANALYSIS:**

- Correlation Analysis

## 7. ANALYSIS AND INTERPRETATION

**TABLE.1** Showing The Correlation Analysis Of Overall Factor And Brand Consistency Of Starbucks

**NULL HYPOTHESIS:** There is no significant correlation between Overall Experience Factor and Brand Consistency.

Overall Experience Factor	Correlation with Brand Consistency
Mobile-App Experience	0.15 (Weak Positive)
Website Experience	0.29 (Moderate Positive)
In-Store Experience	0.23 (Moderate Positive)
Third-Party Apps (Swiggy, etc.)	0.18 (Weak Positive)
Social Media Ordering (WhatsApp, etc.)	0.29 (Moderate Positive)

**INTERPRETATION:** The correlation analysis reveals varying degrees of relationship between the overall experience factors and brand consistency at Starbucks. The Mobile-App Experience demonstrates a weak positive correlation (0.15), indicating that while there is some alignment, it is not strong. On the other hand, both the Website Experience and Social Media Ordering show a moderate positive correlation (0.29), suggesting that improvements in these areas are more likely to enhance brand consistency. Similarly, the In-Store Experience (0.23) and ThirdParty Apps (0.18) also exhibit moderate but weaker positive correlations.

**TABLE.2** Showing The Correlation Between Mobile App Features And Promotions On Social Media

**NULL HYPOTHESIS:** There is no significant correlation between Social Media Promotions Alignment and Most Used Mobile App Feature.

Social Media Promotions Alignment	Correlation with Most Used Mobile App Feature
Mobile Ordering	0.15 (Weak Positive)
Rewards & Loyalty Program	0.20 (Weak Positive)
Store Locator	0.10 (Very Weak Positive)
Customizing Drinks	0.12 (Very Weak Positive)
Payment & Wallet	0.08 (Very Weak Positive)

## INTERPRETATION:

The analysis shows a weak positive correlation between mobile app feature usage and social media promotion alignment. Mobile Ordering (0.15) and Rewards & Loyalty Program (0.20) have slightly higher influence, while other features show minimal impact. This suggests that app usage affects brand perception, but other factors play a bigger role.

## 8. FINDINGS

- 70% of respondents rated their experience as Excellent or Good, with the Mobile App receiving the highest satisfaction.
- The in-store channel had the highest "Poor" ratings (15), indicating room for service improvement.
- The Mobile App performed best, with 75 Excellent ratings, while the Website and Swiggy showed balanced responses.
- Payment issues (30%) were the most common problem faced during order fulfillment, followed by long wait times (21%) and incorrect orders (19%).
- 62% of respondents frequently use the Starbucks Mobile App, highlighting its convenience and popularity.

## 9. SUGGESTIONS

- Improve the in-store experience by enhancing service speed, staff training, and overall ambiance to reduce dissatisfaction.
- Optimize the Mobile App by improving navigation, personalization, and order tracking to enhance the user experience.
- Address payment issues by implementing more reliable and faster transaction systems to reduce order fulfillment challenges.
- Encourage higher engagement in the loyalty program by offering more personalized rewards and targeted promotions.
- Ensure consistency between social media promotions and in-store/app experiences to improve brand trust and transparency.

## 10. CONCLUSION

The study emphasizes the importance of a well-structured omnichannel strategy in today's competitive market. A seamless and consistent customer experience across multiple touchpoints, including mobile apps, websites, in-store visits, and third-party platforms, is essential for brand success. Businesses must focus on improving convenience, personalization, and service efficiency to enhance customer engagement and satisfaction.

Loyalty programs and targeted marketing play a vital role in strengthening customer relationships, encouraging repeat purchases, and fostering long-term brand advocacy. Digital transformation is not just about accessibility but also about delivering a cohesive and enjoyable experience that aligns with consumer expectations.

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