

Case Study: Starbucks training program

Starbucks has advanced employee training programs. Starbucks does not only teach employees how to make drinks and use the cash register but also emotional intelligence. Great customer service is one of Starbucks' most important values and part of the *Starbucks experience* and therefore the service staff should be able to deal with all types of customers. When customers complain, they usually complain to the serving staff.

Starbucks has developed the **LATTE** method to help customer service staff to deal with the situation without making it worse.

- L is for listening to the customer's problem.
- A is for acknowledging it.
- T is for taking action to solve the problem and another
- T is for thanking the customer for their patience.
- E is for explaining why the problem occurred.

When the employees follow this pattern, they will not act impulsively and cause harm or damage to the Starbucks organization.

This should be discussed in more detail and the OJTs can consider how this method could work and could be adapted in their workplaces.

More information from the book: *The Starbucks Experience – 5 Principles for Turning Ordinary into Extraordinary* by Joseph A. Michelli (available for example on Amazon).