

A white Starbucks coffee cup is positioned on the left side of the image, partially filled with coffee. The cup features the Starbucks logo, which consists of a green circular emblem with a white mermaid (Siren) in the center, surrounded by the words "STARBUCKS" at the top and "COFFEE" at the bottom. Below the logo, the text "Careful, the beverage you're about to enjoy is extremely hot." is printed. The background is a dense field of dark brown coffee beans. Overlaid on the right side of the image is the text "Pour Your Heart into It" in a large, green, serif font.

# Pour Your Heart into It

Passion At Work: Developing  
Employees Who Create Inspired  
Moments



# Overview

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- Check-In
- Framework
- What does it mean to be Legendary?
- The “Third Place”
- It Starts with You- Ways of Being
- Pillars of Customer Service
- LATTE Method of Service Recovery

## **CAREFUL:**

The presentation you are  
about to enjoy  
is extremely hot.



# Check-In

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- Name
- What your most excited for this summer
- If you could have a cup of coffee with anyone dead or alive, who would it be and why?





# Why Starbucks?

“Starbucks represents something that is beyond a cup of coffee.” Howard Schultz

- The Starbucks story **began in 1971** when they were simply a roaster and retailer of whole bean coffee in **a single store** in Seattle’s Pike Place Market.
- As of 2015, they connect with **millions of customers each day** in over 21,878 retail stores in 66 nations across the world.





# Legendary Service

Starbucks employees are charged with providing each customer with “Legendary” Service.

## What does Legendary Service mean to you?

To be truly legendary, partners must possess the **DESIRE** and put forth the **EFFORT** to exceed what the customer expects.

- Just Say Yes
- Everything Matters
- Surprise and Delight





# The “Third Place”

## Core Concept

- **First Place**- a person’s home and the people they share it with
- **Second Place**- a workplace, or a place that’s not home where people spend most of their time
- **Third Place**- “Anchors” of community life

## For Our Guests...

→ Home

→ Their Conference

→ Our Desks





# Creating the “Third Place” with CUCS

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Ensuring the quality of our accommodations meets our standards

- Guests rooms are **move-in ready** with the **appropriate linen service**
- Our community spaces and front desks are **clean** and **welcoming**
- Supporting guests in their general comfort, facilitating **access to fans, parking permits**, and encouraging an appropriate **noise level** in common spaces and private rooms
- Making sure our guests **know where to go** to get help

How will you create the “Third Place” at your Desk?



# The Five Ways of Being- The Green Apron Behaviors

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**Be Welcoming** Offer everyone a sense of belonging.

- Introduce yourself and try to remember names or recent conversations
- Wear your name tag and CU/CUCS gear
- Ensure that whatever is happening at the desk supports this mission

**Be Genuine** Be who you are, and bring your best self for our team and our guests.





# The Five Ways of Being- The Green Apron Behaviors

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**Be Involved** Connect with one another, our guests, and the Conference experience.

**Be Knowledgeable** Be the expert on your position, love what you do, and share that passion with others.

- Know your resources
- “I don’t know” is NEVER an acceptable answer. **“I don’t know, but let me find out”** is what we want to hear!

**Be Considerate** Take care of yourself, each other, and our guests.



# Four Pillars of Customer Service

**“We create inspired moments in each customer’s day.”**

## Anticipate

- What do you think our guests might need? How can you work with your SM to provide that?

## Connect

- Every interaction with our guests is an opportunity to connect!
- Eye contact, a smile, and conversation if they’re interested in engaging

## Personalize

- Ask them about their conference experience or interest area!
- Remember names and stories if you can!

## Own

- Be ready to admit when you (or a member of your team) has made a mistake





# LATTE Method of Service Recovery

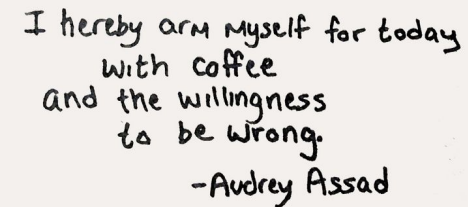
**L**isten to the customer

**A**cknowledge their concern

**T**ake Action by solving the problem

**T**hank them

**E**levate (if you need to)



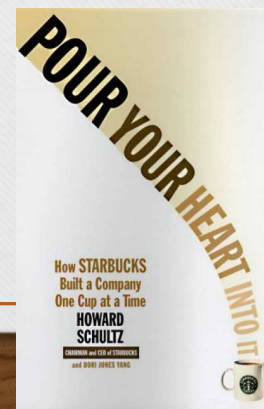
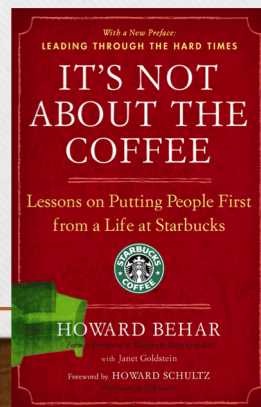
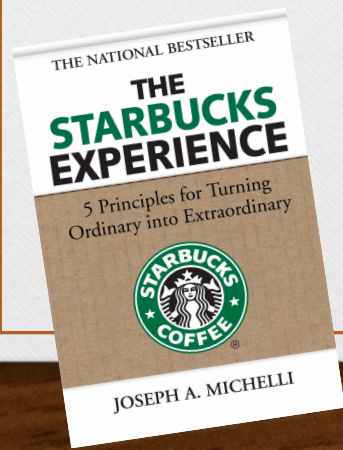
I hereby arm myself for today  
with coffee  
and the willingness  
to be wrong.  
-Audrey Assad





# More to Sip On...

- How can you inspire your staff to provide “legendary service”?
- What are ways you can “Surprise and Delight” our guests?
- How will you create the “Third Place” feeling at your desk?
- What ways do the “5 Ways of Being” show up in your role?





# Real Play: Stories from the SMs

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Scenarios are coming around!

Please organize yourself in **small groups** with people you don't know! Let's try to mix up **returners with new folks!**