



CITY 78 PRESENTS

RETAIL LOCATION SUCCESS REPORT

STARBUCKS — DC, MD, VA

City78



ABOUT US

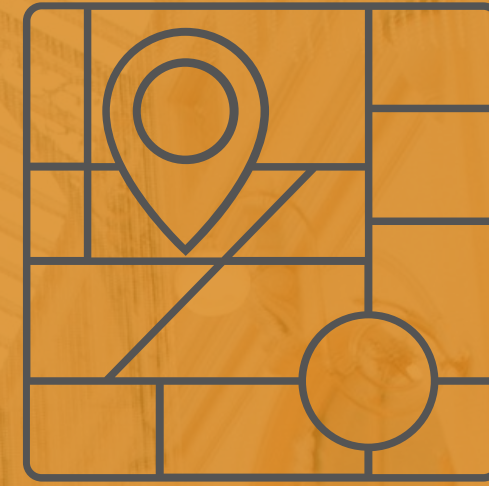
City78 develops data-driven, human-centric solutions for city governments and organizations.

We blend forward thinking urban planning and data gathering practices with artificial intelligence to develop nuanced understandings of consumer behavior and actionable insights pivotal to competitive advantage, place identity, economic productivity and quality of life for all.

Retail Location Success Tool

How it Works

Through our conversations with businesses, both big and small, our team has identified key metrics and analyses that enable companies to successfully understand the best practices employed across their store locations, which customers have identified online, as well as support and refocus stores where customers have suggested areas of improvement.



Analyze customer experience across store locations online and geographically



Identify consumer narratives about each and every one of your retail locations



Pinpoint the top performing and underperforming locations regarding customer experience

STARBUCKS CASE STUDY

Average Consumer Experience

The Retail Location Success Tool employs Google review ratings to inform the search for underperforming retail locations. Within a single chained corporation the rating does neither reflect the range of products offered nor prices but rather differences in customer services. Therefore it allows us to point out locations that are lacking either in management, staffing, friendliness, professionalism or a combination thereof.

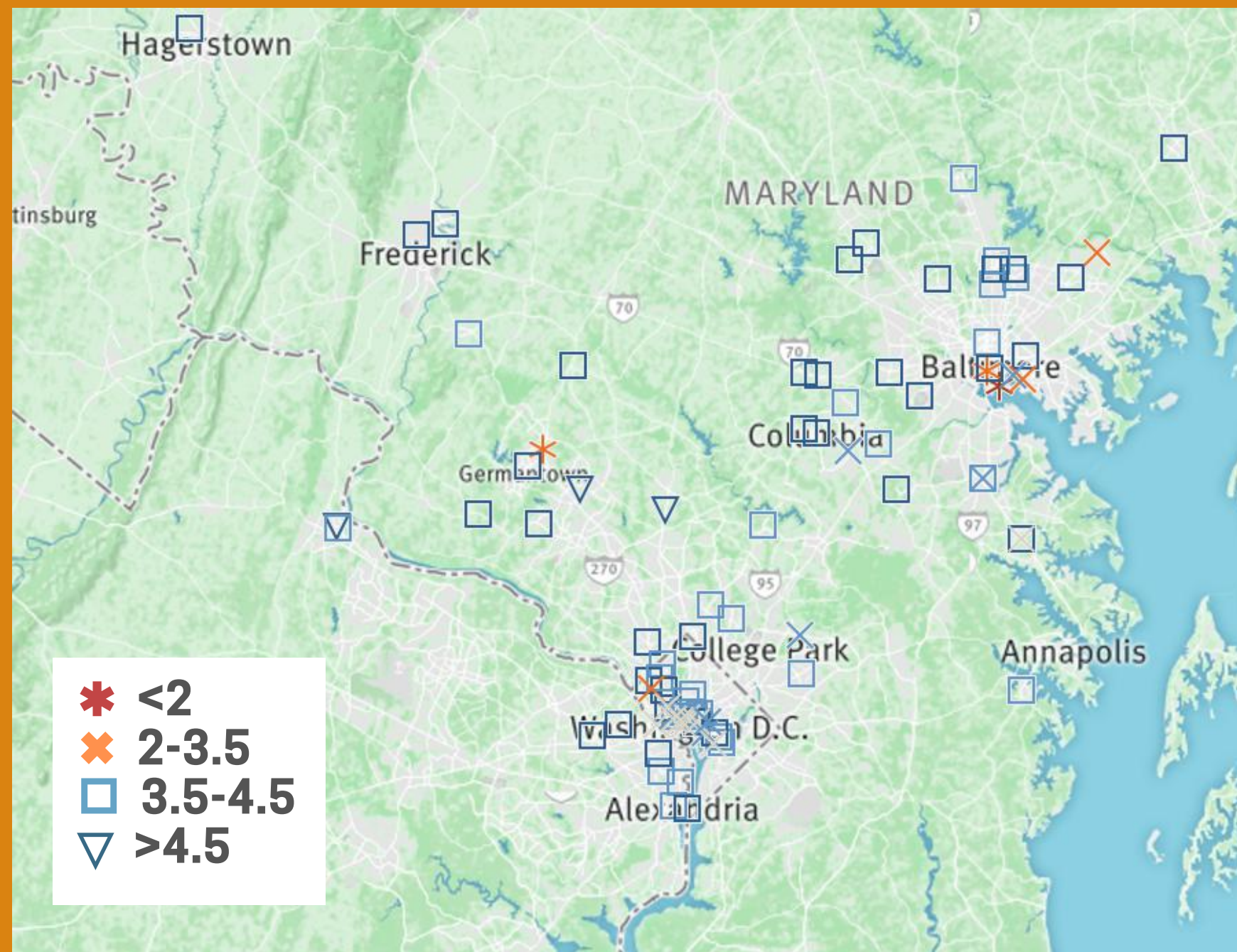
We draw correlations from customer experience to create actionable insights for your business.

Starbucks Distribution of Customer Experience

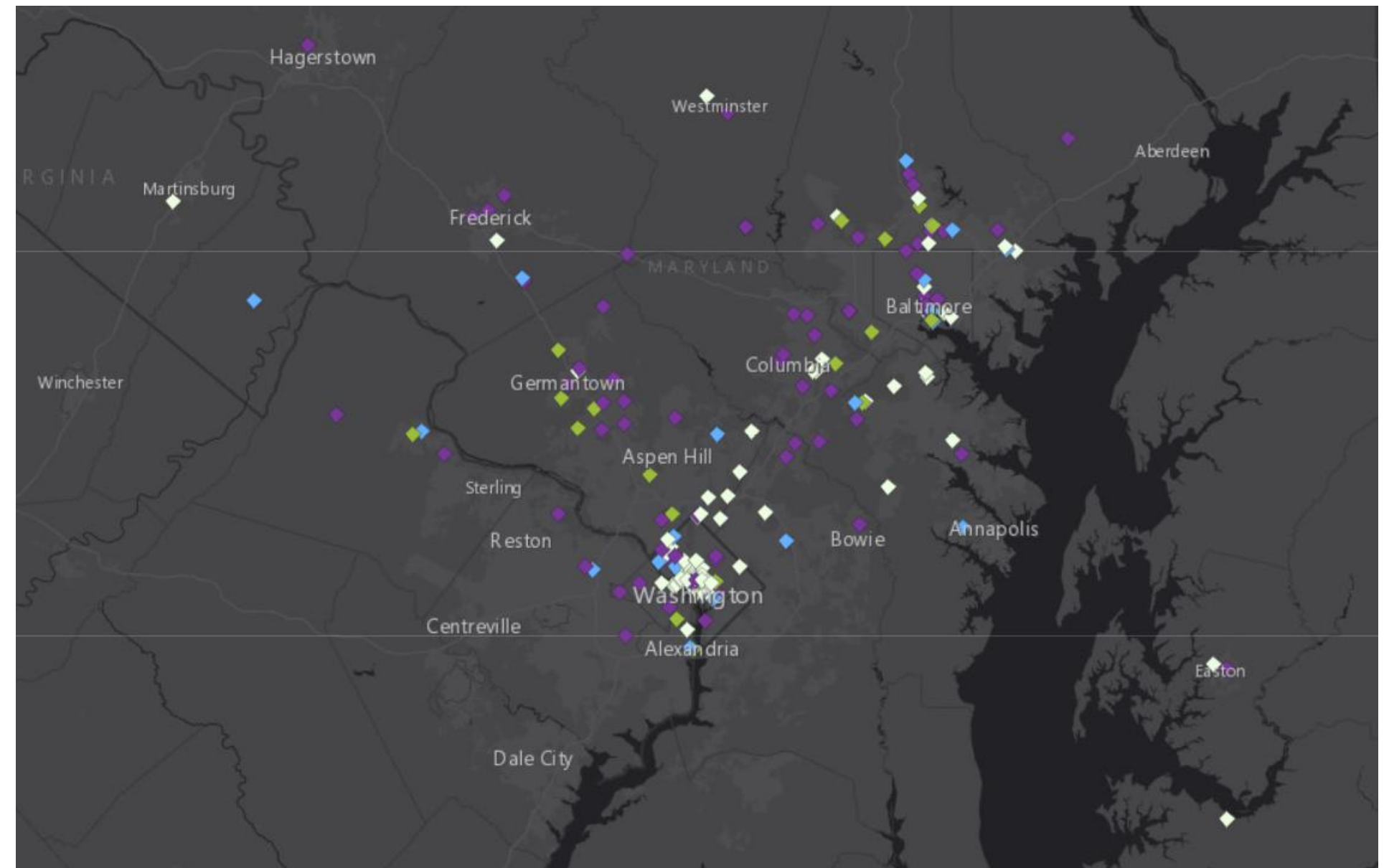
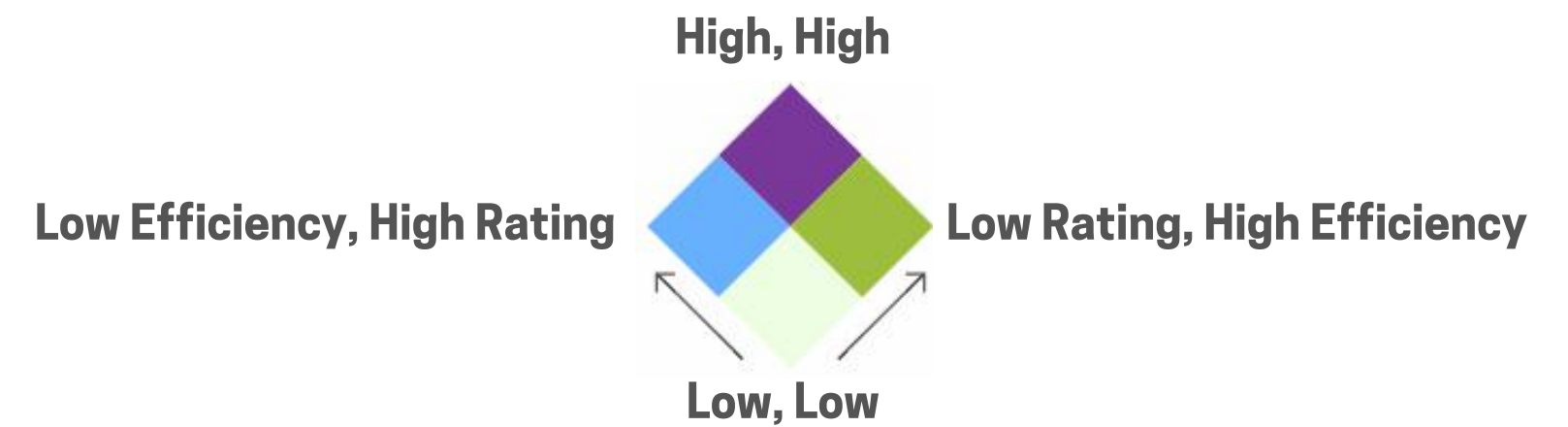


STARBUCKS CASE STUDY

DC + MD + Northern VA



Average Rating & Efficiency of Service



STARBUCKS CASE STUDY

BWI international Airport,
Baltimore, MD 21240

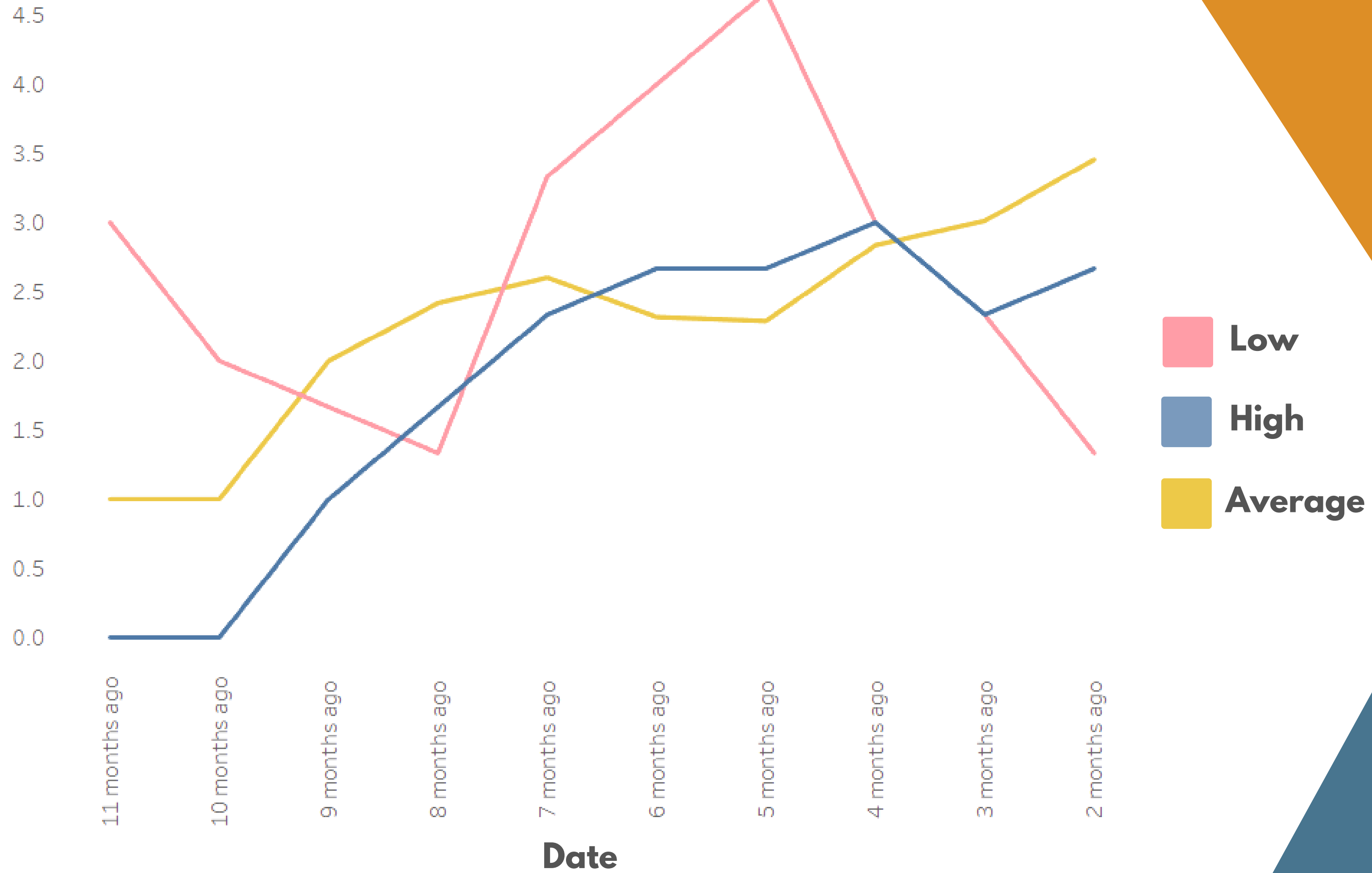
126

REVIEWS



AVERAGE

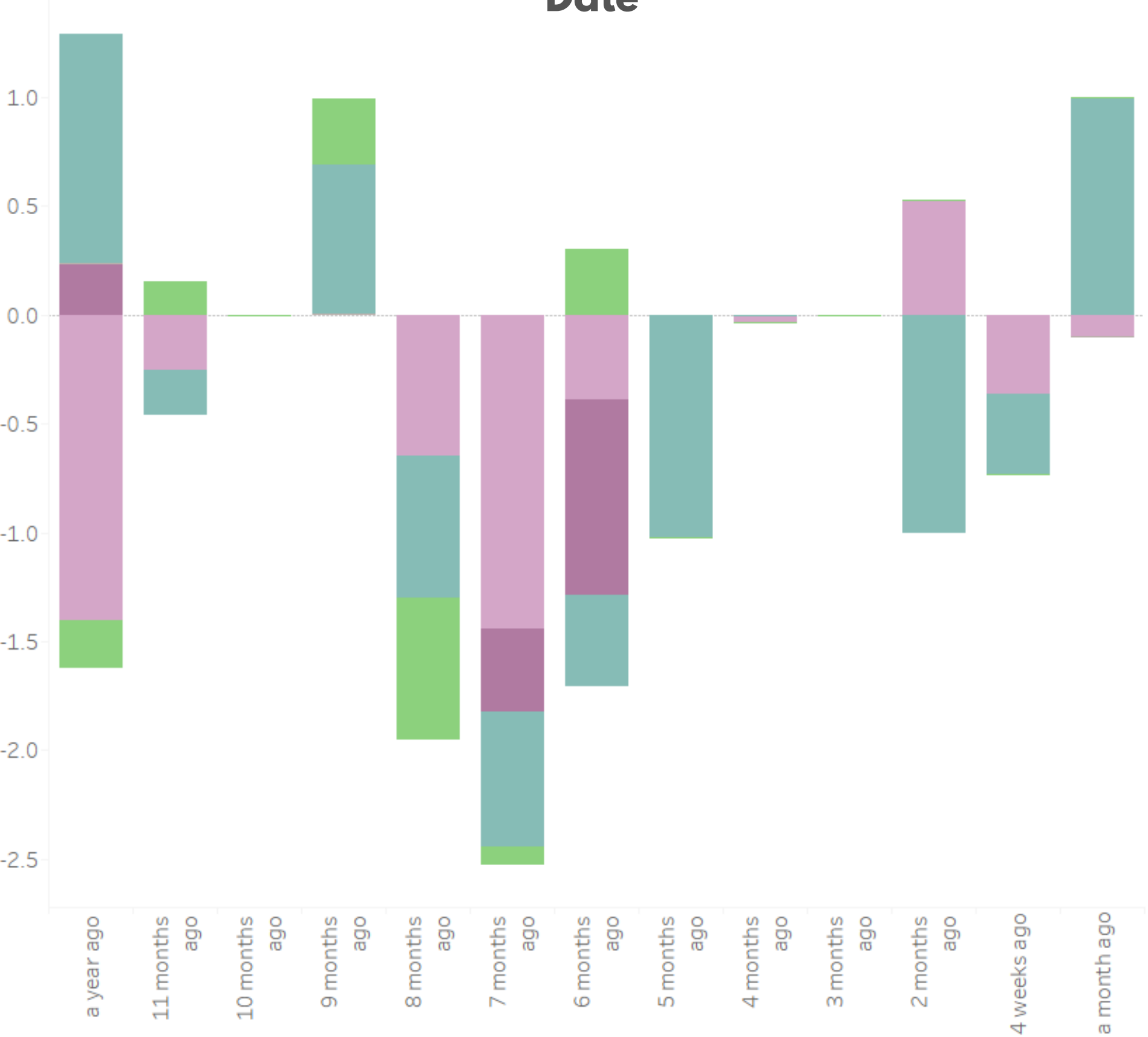
BWI STARBUCKS: AVERAGE RATING



BWI STARBUCKS:
CONSUMER PERCEPTIONS

Date

Rating



- Baristas
- Efficiency of service
- Manager
- Seating
- Staff

CUSTOMER REVIEWS

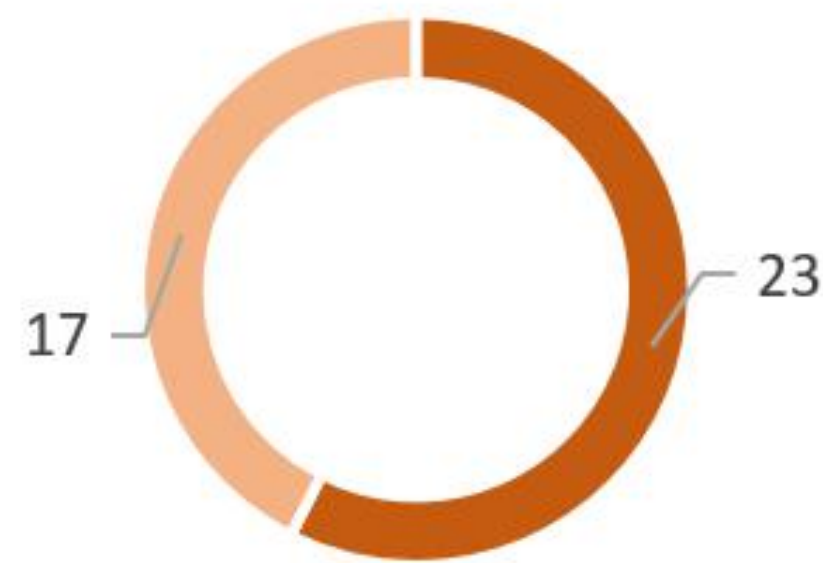


■ Staff Negative
■ Staff Positive

“Don't come here! The staff is rude, the frappe is 75% ice and they sneak in sub charges like no other Starbucks!”

-December 2018

CUSTOMER REVIEWS

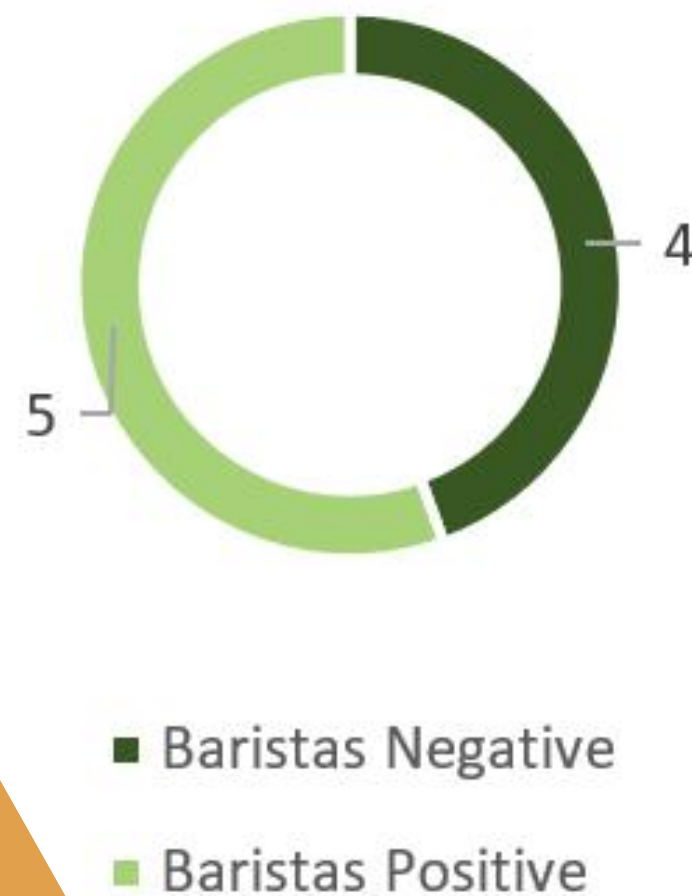


■ Efficiency Negative
■ Efficiency Positive

“Never been to this Starbucks without something being forgotten in my order. Makes me late to work consistently because I must remind them and wait 15+ minutes”

-August 2018

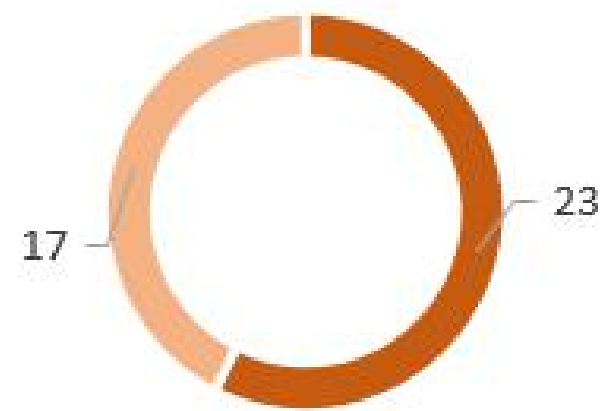
CUSTOMER REVIEWS



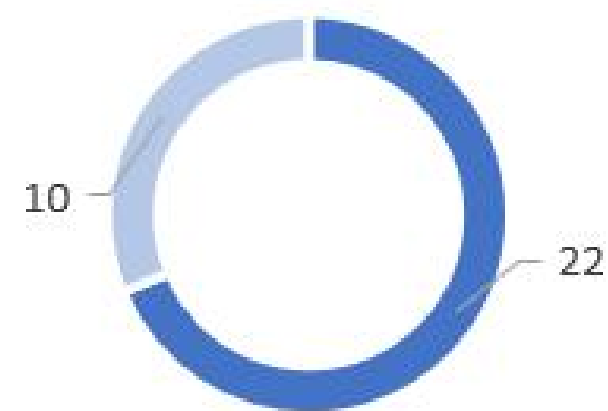
“I was extremely surprised by the such low rating of this Starbucks location. When I was there, about a month ago, a nice young woman was the barista. She was super nice and friendly.”

-April 2018

TRIGGER POINTS



■ Efficiency Negative
■ Efficiency Positive



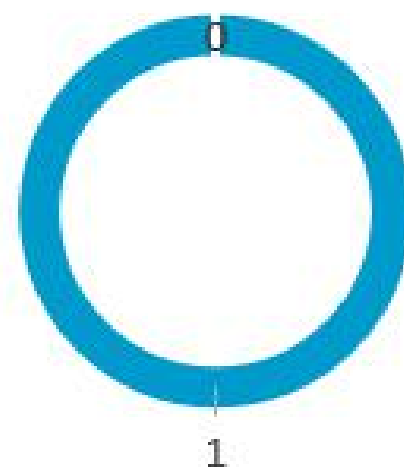
■ Staff Negative
■ Staff Positive



■ Seating Negative
■ Seating Positive



■ Baristas Negative
■ Baristas Positive

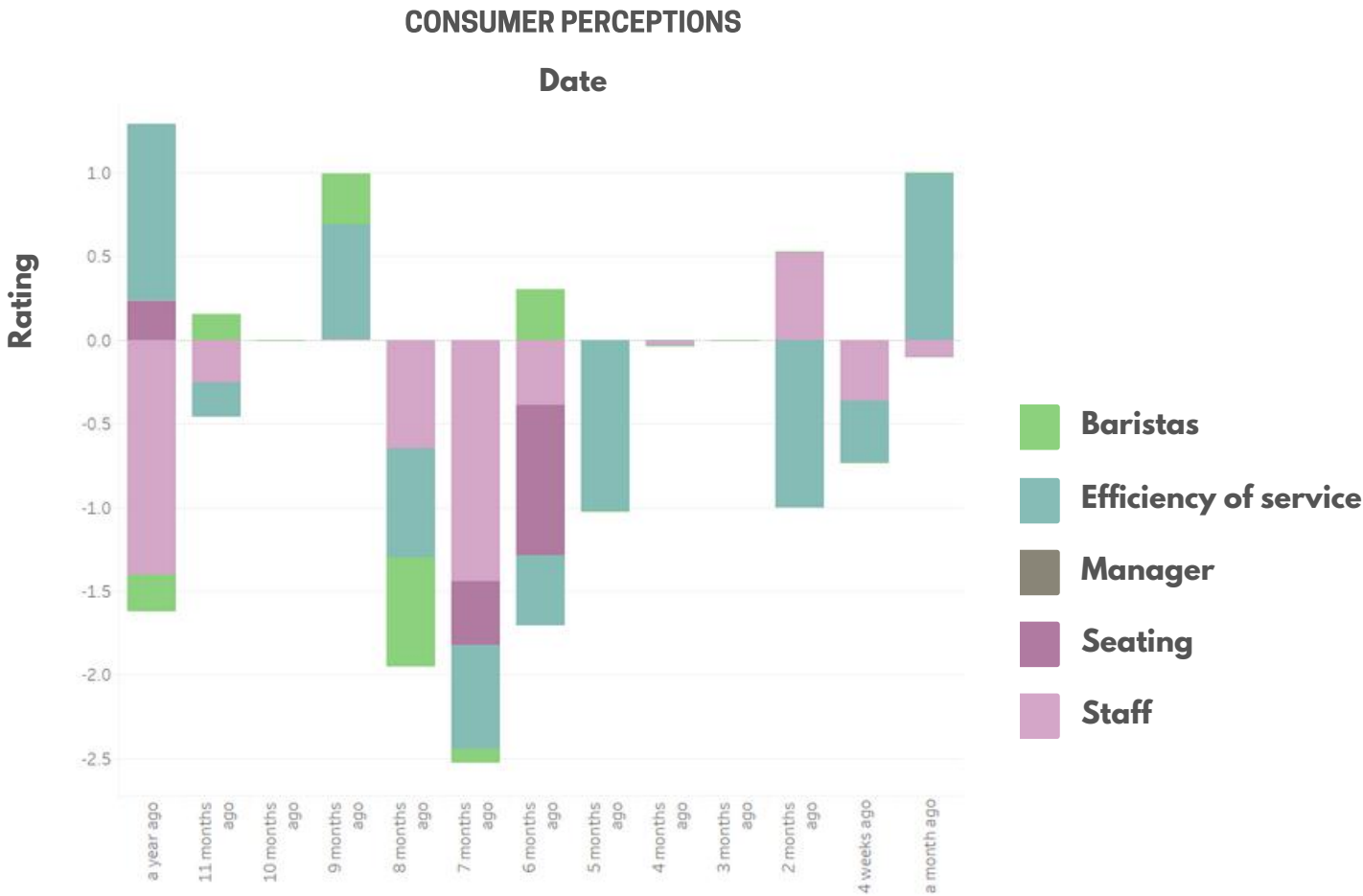
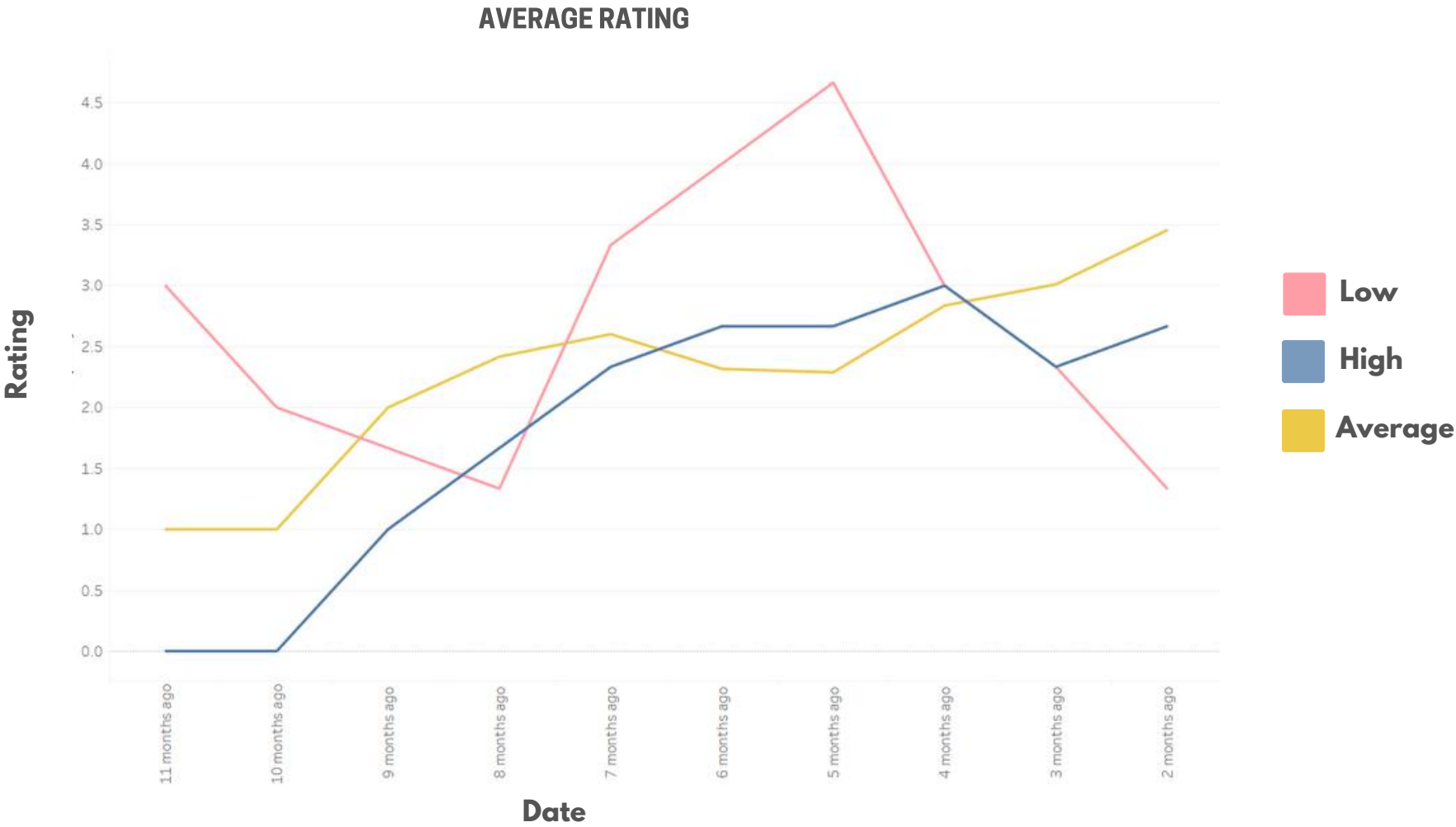


■ Manager Negative
■ Manager Positive

Starbucks

BWI international Airport,
Baltimore, MD 21240

3.0 STARS 126 REVIEWS



Starbucks

16806 Georgia Ave,
Olney, MD 20832

4.5 STARS 97 REVIEWS

