



# CUSTOMER SERVICE EXCELLENCE TRAINING PROGRAM

Begin today

From the neighborhoods where our stores are located and coffee grown, we are committed to creating and investing in opportunities for people around the world.

Bringing people together, helping provide education and employment opportunities and making a difference in people's lives – it's all part of being a good neighbor and a sustainable company. Starbucks, even as a public company, has always believed that we can balance profitability and a social conscience.

## Situation

### Situation

More than 290 million young people around the world are neither in school nor employed – one of the fastest growing populations .These young men and women represent a huge, untapped opportunity for an infusion of productivity and creativity in the workforce. At the same time there are also challenges for employers to find qualified candidates.

## Solution

### Solution

The problem is not unique to Starbucks, nor can it be solved by us alone. That is why we are focusing on a comprehensive approach and collaborating with organizations on proven, as well as innovative, solutions to help young people get the skills and training they need to succeed in a rapidly changing global economy.

## Mission

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Starbucks is working with the Schultz Family Foundation and YouthBuild USA to prepare young people from disadvantaged backgrounds for careers in retail and customer service. During the course, students receive classroom and on-the-job training in a café, based on a similar training approach that Starbucks baristas receive in thousands of stores around the world.







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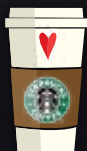
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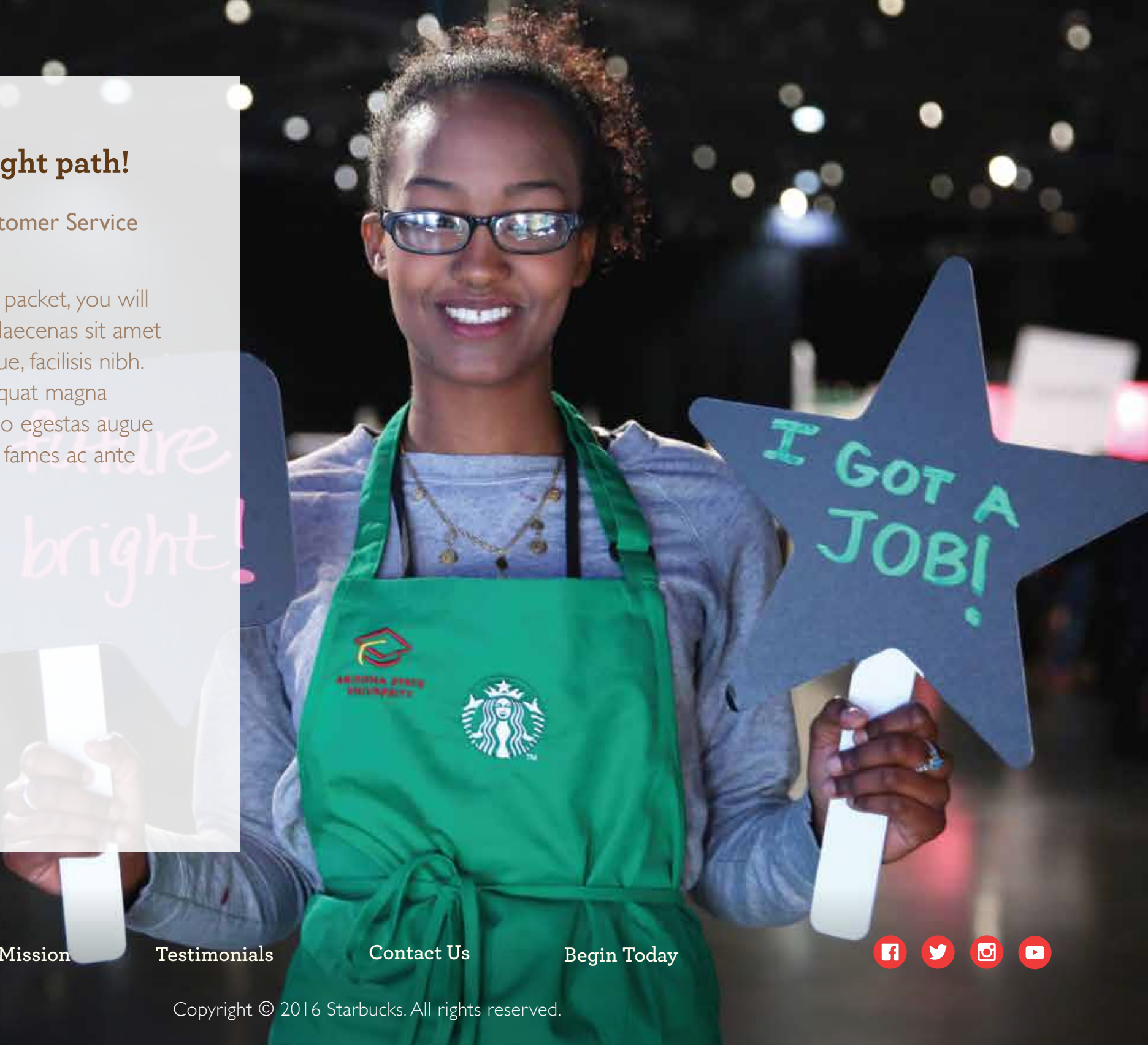
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### Thanks, you're on the right path!

You're now registered for the Customer Service Excellence Training Program.

Once you receive your information packet, you will be instructed for your next steps. Maecenas sit amet lorem aliquam, volutpat turpis congue, facilisis nibh. Nulla venenatis risus nisi, sed consequat magna tempor vitae. Suspendisse commodo egestas augue vel vehicula. Interdum et malesuada fames ac ante ipsum primis in faucibus.

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# TESTIMONIALS



## Shane Holmes

Life is heartbreaking sometimes. What are you supposed to do when no one wants to give you a chance, no matter how hard you try? Starbucks gave me that chance I was looking for. Through the Excellence Training Program, I’ve also learned a lot about how to interact with customers to make sure they’re getting what they want, even if they’re not expressing a need. As long as I’m upbeat and trying to put the customer first, I find things work out pretty well for all of us.



## Vernita Page

I have a lot of life goals now. I feel good about my career possibilities for the first time in five years. I want to study botany and eventually buy a small acreage in Eastern Washington to become fully self-sustained. All this was encouraged through the Starbucks initiative, which I was fortunate enough to graduate from and recently even accepted a position serving customers at a Starbucks kiosk in a local grocery store. There are endless possibilities out there for everyone, but sometimes all it takes to get started is a helping hand and caring heart.



## Saadika Alard

My motto used to be prepare for the worst and don’t get your hopes up. When I first started the program, I had my guard up for sure, but I slowly started letting it down. Over these past few weeks, I realized people are simply trying to help me. While training and working on the job, I’ve learned skills and more importantly I’ve discovered how to trust others. I’m not where I want to be yet, but I’m on the road to greatness.





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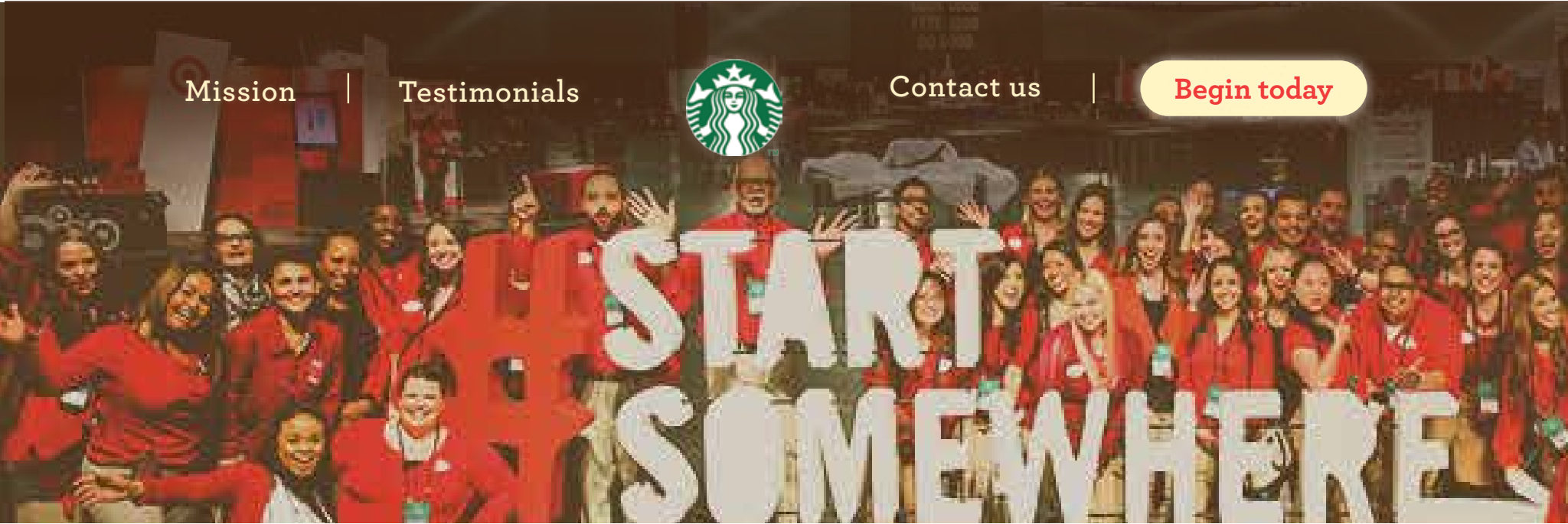
### Email

excellencetrainingprog@starbucks.com

### Phone

800-Starbuc (800-782-7282)  
3 AM-Midnight PT, 7 days a week





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