

Class 8

Date 24. Sep. 25

Starbucks process chart

	Customers	Barista	Maker
walks in			
peruses menu			
places order			
pays for order			
check payment			
order ready			
customer collects			
customer leaves with order			

you get the distribution of time taken
to make each coffee
better training to make each order

the time a customer spends in Starbucks

customer leaves with order, customer
sits inside.

dine in / dine out separate sheets
↳ will that change anything for
Starbucks?

this is data driven process reengineering
once we have this table, we can
see:

- morning class has to break 12-2
so we allocate second barista
- timestamp tells activity. We get
to know full process
- keep track of order
- loyalty cards tells about customers
spending habits
- kiosk, app, tap and pay, wallet - no
payment. (money before hand)
- how do we minimise wait time?
 - pre order using app or web

- you order
- order received
- you have paid using wallet
- so when does barista start? the app takes your location & starts when you are near
- they use google maps
- knowing where you are, they start when you need.
- so they say order when near, don't stop
- you are being conditioned to use the app when ~~you want~~ the way they want you to

Where does the digital calculations go?
print karo
annotate karo

Opex → operating expenses

App must be updated, maintained

Capx, opex → app

How to return money?

... more customers.

app = more customers?
not necessarily

can notify

them

Why do we do BPR?

- ① cost reduction
- ② efficiency, productivity
- ③ growth = more customers

but in all elements of process that
digital will produce.