Case Study \_ 11-2 \_ Flora.doc

1. My Starbucks idea is a system that allows Starbucks Company to receive feedback from their customers. Also, it allows customers to give ideas and vote on different categories.

2. The Starbucks CRM has achieved a steady stream of feedback from their customers and over 227000 ideas that have been implemented. It helps the bottom line because it strengthens the bond with customers.

3. The software behind the Starbucks CRM system is Salesforce

4. My Starbucks idea is a typical crowdsourcing project. This is because it is an internet-based collecting system from a large sum of people that do not receive anything in exchange. Also, it allows Starbucks to improve its service by having a large amount of feedback and reduces its cost by doing this.

**CASE STUDY 11-2 CRM AT STARBUCKS**

* Open a new Microsoft® Word document and answer the following questions.
* Save the file on your computer with your last name in the file name. (Example: case\_1-1 \_Jones.doc)
* Click the Choose File button to find and select your saved document.

With more than 27,000 retail stores spread out through 70 countries, Starbucks uses a CRM system called My Starbucks Idea, which is powered by Salesforce. The system, which includes an interactive forum, gives the Starbucks community an online presence and allows the company to collect feedback from its customers. It also integrates the company’s physical stores with social media sites such as Facebook, Twitter, and Google+. On the system’s Web site (www.mystarbucksidea.com) customers offer ideas, make comments, and cast votes on issues arranged into three major categories: product ideas, experience ideas, and involvement ideas. The system enables Starbucks to receive a steady stream of feedback and ideas from its customers and at the same time strengthening the bond with its customers which help the bottom line. As of the first quarter of 2016, the system had collected more than 227,000 ideas, and many of them have already been implemented by Starbucks. My Starbucks Idea is the Starbucks crowdsourcing success story.

1. What is My Starbucks Idea?

2. What has the Starbucks CRM achieved? How does it help the bottom line?

3. Which software platform is behind the Starbucks CRM system?

4. Is My Starbucks Idea a typical crowdsourcing project? Discuss.