

Starbucks Hong Kong – Enhancing the Customer Experience Through Digital Innovation



Source: Unsplash (2022)

Background

With the mission to inspire and nurture the human spirit – one cup, and one neighbourhood at a time, Starbucks opened its first coffee house in Hong Kong at Exchange Square, Central in 2000 (LinkedIn, n.d.). In one of the busiest cities in the world where customers have a very high expectation of convenience, Starbucks is committed to exploring digital innovations which deliver meaningful value and convenience that enhance the Starbucks experience (Starbucks, 2017).

In 2013, the company launched its own mobile application, “Starbucks Hong Kong” (Starbucks Facebook, 2013). The app allows existing Starbucks Card holders to register their cards on their mobile devices, which enables them to track their accumulated stars, rewards, and transaction history at any time (Starbucks Facebook, 2013). User can also transfer currency from card to card within the app if they have more than one registered under the same account.

In 2017, Starbucks Hong Kong introduced ‘Mobile Order & Pay’ feature on its app, allowing customers to place order remotely before arriving at the store (Starbucks, 2017). Through the Starbucks Hong Kong app, customers can choose a store from the map, browse, select, view the estimated pick-up times, and pre-pay for the order (Starbucks, 2017). A key advantage of this feature is the high level of customization, enabling customers to modify size, espresso shots, dairy options, and other preferences to suit their tastes. (Starbucks, 2017). Later, the app was enhanced with the ‘Mobile Order to Table Service’ feature, which allows members to skip the line by scanning the QR code at their table and placing their order directly from their app. Staff then deliver the order straight to the customer’s table (Starbucks, 2021).

In 2022, Starbucks Hong Kong rolled out the ‘Starbucks Drink eGift’ function, which allows users to buy a cup of coffee for their friends or family through the app (Starbucks, 2022). Senders can personalize the drink and include a custom personal message, which can be shared through social media (Starbucks, 2022). The recipient does not need to be a Starbucks member—they only need to download the app to redeem their drink (Starbucks, 2022).

Challenges

While the Starbucks Hong Kong mobile app offers a suite of convenient features, it remains primarily geared toward loyalty program members. Even today, users must log in with their Starbucks Card to access core functions such as mobile ordering. Although new users are given the option to create an e-Starbucks Card during app setup, they are required to make a minimum deposit of HK\$100 to proceed.

Additionally, the introduction of the e-Starbucks Card—which can be used for both in-store and online purchases—has made physical Starbucks cards largely obsolete. However, the deposit requirement and membership-first approach may deter occasional customers or first-time users who wish to explore the app’s benefits without committing financially.

Discussion Questions

1. How might the requirement for users to log in with a Starbucks card before accessing most app features affect user experience, particularly for new customers? What strategies could Starbucks implement to make the app more accessible to non-loyalty members?
2. With the shift towards e-Starbucks cards, what are the implications for customers who prefer physical cards? How can Starbucks balance the transition to digital while accommodating different customer preferences?
3. What additional features could Starbucks consider to further improve the app experience?

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Keywords:

Food & Beverage (F&B)

Mobile Application

Digital Membership

Personalization

Innovation

Loyalty

星巴克香港——通过数字创新提升顾客体验



Source: Unsplash (2022)

背景

秉承着激发并孕育人文精神——一次一人、一杯咖啡、一个邻里的使命，星巴克于 2000 年在香港中环交易广场开设了首家咖啡店 (LinkedIn, n.d.)。在这座全球最繁忙的城市之一，顾客对便利性抱有极高期望，星巴克致力于探索数字创新，以提供能增强星巴克体验的有意义价值与便利 (Starbucks, 2017)。

2013 年，公司推出了其专属的移动应用程序“星巴克香港” (Starbucks Facebook, 2013)。该应用允许现有的星巴克星礼卡持卡人在其移动设备上注册卡片，从而能够随时追踪累积的星星、奖励及交易记录 (Starbucks Facebook, 2013)。若同一账户下注册了多张卡片，用户还可在应用内进行卡间余额转账。

2017 年，星巴克香港在其应用中引入了“手机点单与支付”功能，允许顾客在到店前远程下单 (Starbucks, 2017)。通过星巴克香港应用，顾客可在地图上选择门店，浏览商品、进行选择、查看预计取餐时间并预付订单 (Starbucks, 2017)。该功能的一大关键优势在于高度的定制化，使顾客能够调整杯型、浓缩咖啡份数、奶制品选项及其他偏好，以满足个人口味 (Starbucks, 2017)。随后，应用又升级了“手机点单到桌服务”功能，会员可通过扫描餐桌上的二维码，直接通过应用下单，从而跳过排队环节。员工随后会将订单直接送至顾客餐桌 (Starbucks, 2021)。

2022 年，星巴克香港推出了“星巴克饮品电子赠礼”功能，允许用户通过应用为朋友或家人购买一杯咖啡 (Starbucks, 2022)。赠送者可个性化饮品并附上自定义的个人留言，该赠礼可通过社交媒体分享 (Starbucks, 2022)。接收者无需是星巴克会员——他们只需下载应用即可兑换饮品 (Starbucks, 2022)。

挑战

尽管星巴克香港移动应用提供了一系列便捷功能，但其主要仍面向忠诚计划会员。即使在今天，用户也必须登录其星巴克星礼卡账户才能使用移动点单等核心功能。虽然新用户的应用设置过程中可以选择创建电子星礼卡，但需存入至少 100 港元的最低金额方可继续。

此外，可用于店内及在线购物的电子星礼卡的推出，已使得实体星巴克卡在很大程度上过时。然而，存款要求及会员优先的策略，可能会阻碍那些希望在不做出财务承诺的前提下探索应用便利的偶尔消费顾客或首次使用者。

讨论问题

1. 要求用户必须先登录星巴克星礼卡账户才能使用大部分应用功能，可能会如何影响用户体验，特别是对新顾客而言？星巴克可采取哪些策略以使应用对非忠诚会员更具可访问性？
2. 随着向电子星礼卡的转变，对于偏爱实体卡的顾客而言意味着什么？星巴克在向数字化转型的过程中，应如何平衡并兼顾不同顾客的偏好？
3. 星巴克可考虑增加哪些额外功能以进一步提升应用体验？

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关键词

- 餐饮
- 移动应用
- 数字会员
- 个性化
- 创新
- 忠诚度

星巴克香港——透過數字創新提升顧客體驗



Source: Unsplash (2022)

背景

秉承著激發並孕育人文精神——一次一人、一杯咖啡、一個鄰里的使命，星巴克於 2000 年在香港中環交易廣場開設了首家咖啡店 (Linkedin, n.d.)。在這座全球最繁忙的城市之一，顧客對便利性抱有極高期望，星巴克致力於探索數字創新，以提供能增強星巴克體驗的有意義價值與便利 (Starbucks, 2017)。

2013 年，公司推出了其專屬的流動應用程式“星巴克香港” (Starbucks Facebook, 2013)。該應用允許現有的星巴克星禮卡持卡人在其流動設備上註冊卡片，從而能夠隨時追蹤累積的星星、獎勵及交易記錄 (Starbucks Facebook, 2013)。若同一帳戶下註冊了多張卡片，用戶還可在應用內進行卡間餘額轉賬。

2017 年，星巴克香港在其應用中引入了“手機點單與支付”功能，允許顧客在到店前遠程下單 (Starbucks, 2017)。透過星巴克香港應用，顧客可在地圖上選擇門店，瀏覽商品、進行選擇、查看預計取餐時間並預付訂單 (Starbucks, 2017)。該功能的一大關鍵優勢在於高度的定制化，使顧客能夠調整杯型、濃縮咖啡份數、奶製品選項及其他偏好，以滿足個人口味 (Starbucks, 2017)。隨後，應用又升級了“手機點單到桌服務”功能，會員可透過掃描餐桌上的二維碼，直接通過應用下單，從而跳過排隊環節。員工隨後會將訂單直接送至顧客餐桌 (Starbucks, 2021)。

2022 年，星巴克香港推出了“星巴克飲品電子贈禮”功能，允許用戶通過應用為朋友或家人購買一杯咖啡 (Starbucks, 2022)。贈送者可個性化飲品並附上自定義的個人留言，該贈禮可透過社交媒體分享 (Starbucks, 2022)。接收者無需是星巴克會員——他們只需下載應用即可兌換飲品 (Starbucks, 2022)。

挑戰

儘管星巴克香港流動應用提供了一系列便捷功能，但其主要仍面向忠誠計劃會員。即使在今天，用戶也必須登入其星巴克星禮卡帳戶才能使用流動點單等核心功能。雖然新用戶在應用設定過程中可以選擇創建電子星禮卡，但需存入至少 100 港元的最低金額方可繼續。

此外，可用於店內及線上購物的電子星禮卡的推出，已使得實體星巴克卡在很大程度上過時。然而，存款要求及會員優先的策略，可能會阻礙那些希望在不做出財務承諾的前提下探索應用便利的偶爾消費顧客或首次使用者。

討論問題

1. 要求用戶必須先登入星巴克星禮卡帳戶才能使用大部分應用功能，可能會如何影響用戶體驗，特別是對新顧客而言？星巴克可採取哪些策略以使應用對非忠誠會員更具可訪問性？
2. 隨著向電子星禮卡的轉變，對於偏愛實體卡的顧客而言意味著什麼？星巴克在向數字化轉型的過程中，應如何平衡並兼顧不同顧客的偏好？
3. 星巴克可考慮增加哪些額外功能以進一步提升應用體驗？

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關鍵詞

- 餐飲
- 流動應用
- 數字會員
- 個性化
- 創新
- 忠誠度