

STARBUCKS MOP/CURBSIDE | Case Study

Keeping a Leading Coffee Brand On-the-Go

Stratus™

DIVISION

Repair & Maintenance

EXECUTION

612 Sites
1,700 Signs

TIMELINE

7 Weeks

THE CHALLENGE

When COVID-19 forced restaurants and coffeehouses to shut down to protect consumers and prevent spread, Starbucks decided to implement mobile order pickup signage at more than 600 sites.

THE SOLUTION

The Stratus team completed a pilot signage program in only one week for 180 locations, securing the opportunity to support an additional 432 stores.

THE RESULT

Starbucks was able to quickly provide mobile order pickup solutions at numerous sites nationwide, helping them increase revenue between Q2 and the end of Q3.

THE CHALLENGE: PIVOTING DURING A NATIONAL SHUTDOWN

When the pandemic forced states to close cafes and restaurants to all but mobile and pick-up orders, renowned coffeehouse brand Starbucks knew it had to brew up a solution.

Quickly pivoting to expand its mobile order pickup (MOP) business and continue providing service to millions of Americans that enjoy the brand, Starbucks reached out to vendors for proposals for a variety of new exterior signage needs.

Specifically, Starbucks needed mobile order pickup panels for numbered parking spots and 5-minute parking signs along with rolling/rubber bases, posts, and sign covers for hundreds of sites in the Mid-Atlantic, Northeast, Southeast, and Washington state.

THE SOLUTION: STEPPING UP – AGAIN AND AGAIN

Stratus was selected for an initial pilot program for 180 stores due to our existing relationship with the Starbucks team and our ability to work at a rapid, efficient, and accurate cadence with a solid product. The specialty services team of our Repair & Maintenance division immediately got to work and successfully delivered 350 new MOP/Curbside signage elements to all 180 stores for installation by a third party in **only one week**.

With the pilot program a rapid success, Starbucks asked our team to provide the same signage solutions to an additional 432 sites. In total, more than 1,700 complete signs with panels, posts, bases, and sign covers were manufactured, packaged, and shipped to multiple locations nationwide – **all within a six-week period**.

Our Repair & Maintenance team delivered so efficiently on this effort that we were able to step up to help with additional supply and demand requests. Starbucks needed to add 152 rolling bases and posts that were above the initial scope. Stratus was able to produce and ship the supplementary bases and posts to fulfill Starbucks' request in time to meet the program deadline.



THE RESULT: "YOU MADE THAT LOOK EASY!"

Our team prioritized and kept in constant communication (internally to ensure consistency and with Starbucks to keep them informed), ensuring that all brand aspects were moving smoothly to meet the deadline. Both teams collaborated the best scenarios for efficacy and cost. Starbucks expressed their appreciation for our knowledge and expertise in the QSR industry. As a result of proactively identifying what worked best and the challenges faced during the pilot program, our team was able to make the larger primary program more efficient and successful in turn.

Throughout the program, the Starbucks team and ours formed a true partnership. They let our team take the lead, identify the best scenarios for efficiency and cost, and expressed appreciation for our knowledge and expertise in the restaurant industry.

When the program completed at the end of August 2020, we received an amazing compliment: "You made that look easy!"

We're proud that our support for the MOP/Curbside initiative helped Starbucks maintain their connection with customers — and the promise that their brand makes to millions of customers every day — during a challenging time for the nation. Thanks to their rapid move to implement signage for MOP/Curbside, **Starbucks experienced an increase in revenue from Q2 to the end of Q3 in both their MOP/Curbside option and drive-thru service**. We're proud to have played our part in that success.



When Change Creates Challenges, We Create Solutions

• Signage • Refresh & Remodel • Energy • Repair & Maintenance

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