

## Vixxo Increases Service Levels by 20% for Starbucks

### Customer Profile

- ▼ Starbucks is the largest coffee house company in the world.
- ▼ They value brand continuity in both location ambiance and the quality of their coffee products.
- ▼ They have a reliance on highly complex and proprietary equipment operating at maximum uptime.

### The Situation

- ▼ The coffeehouse giant was focused on improving the store experience for patrons, which ultimately drives top-line sales.
- ▼ Starbucks understood the associate-to-customer exchange to be a significant contributor to their brand experience.
- ▼ This made it critical for baristas to have continuous access to high-quality equipment, operating efficiently.

### The Challenge

Starbucks' facilities management program was challenged by the company's continuous growth and increasing investment in sophisticated equipment. Equipment failure meant a direct disruption to the flow of customers and product sales.

Starbucks required a customized, responsive, and highly specialized service support program which would need to be structured with capacity to evolve with the company's continuous expansion.

### The Solution

Vixxo was aligned to support approximately 9,500 Starbucks locations across North America, as well as licensed affiliates, such as those within Target and Safeway stores. These locations included more than 40,000 unique assets, including Starbucks coffee brewers, espresso makers and grinder machines.

Vixxo appointed dedicated Starbucks trainers to support onboarding new equipment technicians, who would have expert-level knowledge of Starbucks' proprietary assets.

### Results Delivered

 **+20%**  
increase in service levels

Starbucks immediately saw a 20 percent increase in service levels by partnering with Vixxo, as measured by faster service times and greater asset uptime.

 **> 40K**  
unique assets

By using Vixxo's cloud-based platform, the transparency into their assets allowed them to intercept issues early and prevent them from recurring.

 **≈ 9,500**  
coffeeshops

As a result of this close partnership, Starbucks appointed Vixxo as one of only two certified training entities in North America.

“You can't underestimate how difficult it is to achieve a very high standard with an outsourced partner, which is why we call Vixxo a strategic partner.”  
- Starbucks Director of Facilities



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