

SOLVING STARBUCKS' MOBILE ORDERING INEFFICIENCY WITH ADOBE EXPERIENCE PLATFORM



A case study analyzing Starbucks' digital experience challenges and proposing data-driven solutions.

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TURNING INEFFICIENCY INTO GROWTH

Problem

- Starbucks' store efficiency has been strained by rapid growth in mobile orders
- CEO Brian Niccol states that “mobile ordering has chipped away at the brand’s soul” by replacing human connection, increasing performance pressures on baristas, and reducing product quality ([*Business Insider*](#))

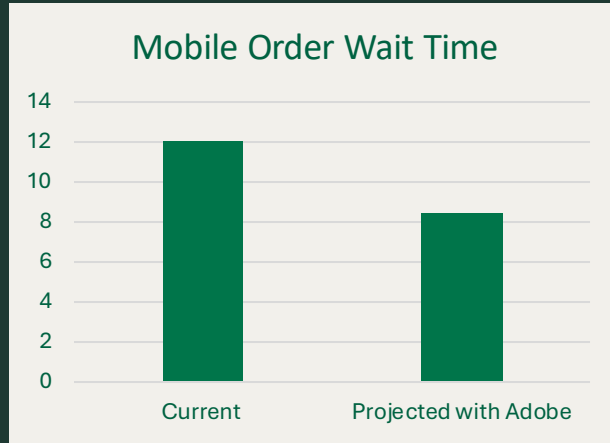
Opportunity

- Leverage **Adobe Experience Platform** to anticipate demand, improve order time accuracy, and personalize communication with customers

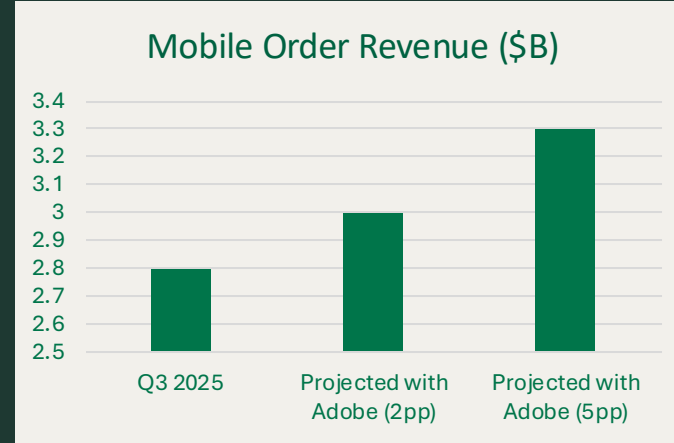
Expected Impact

- Increase mobile order satisfaction rates
- Reduce wait times
- Rebuild brand loyalty

MEASURING IMPACT WITH ADOBE EXPERIENCE PLATFORM



- Mobile order wait times currently average at about 12 minutes ([CX Dive](#))
- Adobe Experience Platform improved time-to-response by 30% for Coca-Cola ([Adobe](#))
- By applying a similar efficiency gain, Starbucks could reduce average wait time by about 4 minutes bringing the average wait time to around 8 minutes per order and rebuilding high customer satisfaction rates



- Mobile orders accounted for about 30% of Starbucks' Q3 2025 revenue, or roughly \$2.8B ([Q3 FY2025](#))
- By enabling Adobe's predictive demand modeling to understand volume peaks would drive better response time and subsequently could result in revenue growth
- Based on other Adobe client experiences, we can project that Starbucks could grow their revenue by 2-5pp per quarter (\$3.2-\$3.3B) ([Adobe](#))



- Starbucks recently improved mobile order accuracy by 50 percentage points after internal algorithmic fixes ([Modern Retail](#))
- TSB Bank saw a 6x increase in engagement and 80-85% real-time accuracy using Adobe Experience Platform ([Adobe](#))
- Applying a similar technology could yield an additional 10-15pp improvement, achieving 60-65pp improvement overall, driving more customers to engage with mobile ordering

REBUILDING THE STARBUCKS EXPERIENCE WITH ADOBE

Customer Journey Pain Points

So anyway what the actual ☹️ is the point of this??? Genuinely ?? All its doing is making people wait even longer than normal.....????

←  r/starbucks • 1y ago
Rich_Translator_7277

Mobile Orders Ruined Starbucks

When Personalization Feels Fake: Starbucks' Cup Messages, AI, and the Quest for Genuine Connection

 GAD ALLON
FEB 24, 2025

[Reddit](#), [Gad's Newsletter](#)

- Frustration with long wait times and congestion inside stores
- Missed or incorrect orders reduce customer trust
- Limited personalization leads to customers feeling like their experiences are transactional

Adobe Experience Platform Solution

The Adobe Experience Platform enables...

Real-Time Personalization

- Curates offers
- Menu recommendations
- Marketing rewards based on context

Predictive Insights

- Forecasts order volume at various points in the day
- Adjusts workflows as needed to balance barista workload

Unified Data View

- Connects digital behavior (app) with in-store actions for smoother, more personal communication

Reimagined Experience

Props to Starbucks! My latte was ready when I arrived this morning and they even recommended a delicious breakfast sandwich!



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Adobe Experience Platform brings back the human connection. It uses data to make every order feel efficient, personal, and seamless.

RECOMMENDATIONS ROADMAP

Action 1:
Implement Adobe Experience
Platform to Unify Data

Action 2:
Launch Predictive Dashboards in
Select Markets

Action 3:
Extend Predictive Dashboards
Nationally

Action 4:
Integrate Closed-Loop Analytics to
Optimize Accuracy and
Satisfaction

Short Term (0-6 mos)

Medium Term (6-12 mos)

Long Term (12-24 mos)

Scope	- Creates a single view of each customer by combining app, in-store, and loyalty program data - Ensures that any actions taken are based on accurate and relevant information	- Use early-stage dashboards to to forecast store-specific demand, queue times, and barista workloads in real-time - Can assist store managers in making proactive staffing and inventory decisions	Insights that proved to be successful in the early version now guide staffing efforts, supply, and operations across the entire network	- Track the effectiveness of operational changes in real-time - Can refine changes automatically based on results
Objective	A unified data foundation is necessary before any predictive or personalization tactics are implemented because without it, you'd be building on fragmented information	Testing on a smaller scale, early on allows you to validate hypotheses and fine-tune predictive models before investing company-wide	- Implementing the dashboard on a larger scale makes sense to be the next step after it is proved that the system works - Early mistakes won't affect all stores	After personalization and predictive systems are completely in place, it's important to focus on continuous improvement and long-term ROI to maximize the value of investments over time
Impact	- Enables the use of real-time customer profiles - Provides faster demand insights - Offers insight into data-driven operational decisions	Quick wins in operational efficiency and customer experience, providing evidence to push further rollout	- Standardized level of efficiency - Faster order fulfillment times - Consistent customer experience everywhere	- Sustained improvements in order accuracy - Reduced waste - Deeper understanding of evolving customer expectations and needs