How Starbucks cultivates a 'third place' environment culture thanks to ADP®

Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. It is the world's largest coffeehouse chain, boasting 33,833 stores across 80 countries.

In the Netherlands, Starbucks fully licenses its operations to its long-standing strategic partner Alsea, S.A.B. de C.V., a large independent restaurant chain operator in Spain, Portugal, France and Belgium as well as in Latin America.

Merel Lommers, Human Resources Business Partner for Starbucks in Netherlands says she has one simple goal: "At Starbucks, we always talk about creating a 'third place' that our customers and employees will love to go to," explains Lommers. "This is after the first place which is their home, and the second place that it likely their place of work. We want staff to enjoy what they do and to feel comfortable and secure."

> *"With ADP the whole process was very smooth and the new declaration reports were implemented without any issues or mistakes." Merel Lommers, Human Resources Business Partner at Starbucks Netherlands*

The challenges

Starbucks is a fast-moving business that has transformed high streets throughout the globe. However, its payroll had increasingly become outdated due to numerous manual processes that caused widespread inefficiencies. For example, store managers needed to declare their and their teams' travel expenses manually each month before they could be added to payroll. This led to frequent errors and frustration among staff.

Merel Lommers
Human Resources Business Partner at Starbucks Netherlands

Quick facts

🏢 **Company:** Starbucks

🏢 **Industry:** Food & Beverage

🖨 **Established:** 1971

👤 **Netherlands Employees:** 310

📍 **Headquarters:** Paris, France

Learn more about Starbucks at www.starbucks.nl

"When errors were identified, it required a lot of back and forth over email that would involve several people. This caused frustration," explained Lommers. "We, therefore, wanted to digitise and automate the declaration forms so that we could minimise such errors."

Starbucks wanted to speed up the time it took each month to execute payroll, but also wanted to improve its reporting capabilities so that managers could analyse workflows more effectively. "We wanted our managers to be able to check everything that needed to be uploaded into payroll upfront securely before we closed it. However, we were cognisant that any solution we chose had to be easy to use," said Lommers.

The solution

Starbucks chose ADP iHCM to manage its HR and payroll needs as iHCM offers a cloud-based platform that simplifies payroll and HR management into one scalable, compliant solution. Ease of implementation, responsive design and cost efficient, ADP provides Starbucks with a single system to manage its complete HCM processes.

"Errors are generally inevitable whenever a new solution is implemented. However, with ADP it was not like that at all. With ADP, the whole process was very smooth and the new declaration reports were implemented without any issues or mistakes," enthused Lommers.

On top of this, Starbucks is also planning to implement ADP DataCloud, which through machine learning and analytics, leverages actionable insights that can help Starbucks executives make real-time decisions to better manage their businesses. The solution's preconfigured, easy-to-use dashboards provide visibility into the composition of its workforce so that it can create an even more diverse, equitable, and inclusive environment.

To ensure that Starbucks was utilising iHCM effectively, ADP provided Lommers comprehensive training. "There was immediately so much to like," said Lommers. "In particular, the fact that we could add different templates to generate contracts and other important HR letters automatically."

It was the ability to digitise the travel expenses declaration forms that Lommers was perhaps most excited about. "I set up a training session with all of our store managers to show them how to complete the new declaration forms to ensure that they got approved without delay," she explained. "I also provided them with a welcome pack, including a step-by-step explanation so that they could refer to it in the future as needed."

The results

Lommers has been impressed by ADP's resourcefulness when required. "I have really enjoyed working with ADP. Other providers can be very black and white about what is possible and what isn't. However, the team at ADP have always strived to quickly find a solution. Sometimes in highly creative ways," she said.

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ADP iHCM's user-friendly interface has proved a hit with staff. "We have received a lot of positive feedback from employees. They find ADP's solutions really easy to use and like the fact they can now review the status of their payroll at the click of a button," said Lommers.

ADP iHCM has boosted efficiency for Starbucks and increased transparency. "Thanks to ADP DataCloud, our managers will now able to review everything in the payroll securely," commented Lommers. "This not only empowers them but helps minimise mistakes and saves the HR department time, meaning we can focus on other strategic business objectives."

The template reports available within ADP DataCloud will boost Starbucks' workforce analytics. Yet, Lommers looks forward to Starbucks producing additional (R&A) Reports and Analysis for greater insight in the future.

"It's great that we have finally been able to digitise certain processes. This has helped create a better working environment that has more transparency. Contributing to the 'third place' atmosphere we want to achieve," added Lommers. "I'm sure that ADP DataCloud, in particular, will continue to have a big impact. We are already working on further reports that will enable managers to gain greater insight."

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