



Social Business Solutions

Case Study



Starbucks Coffee Company

The business need

Starbucks wanted to provide an innovative, powerful tool that would allow their partners [employees] to chart their own career development. Due to a rapidly growing workforce comprised primarily of 18-23 year olds, Starbucks was looking for communication tools that assisted with internal recruitment in a highly interactive and engaging manner.

The solution

Through their **cfactor**® solution, Starbucks provides:

- The ability for partners to manage their own professional profile and connect/network via the web with other partners – including peers/colleagues, mentors
- A fun and interactive environment for partners to exchange information about everything from internships and transferring between stores, to coffee and food products, to career assistance tips and tools using interactive Web 2.0 tools such as polls, blogs, forums, and wikis
- Access to 'Top Opps' jobs available within the company, as well as jobs and typical career paths for other partners in the company
- Career development resources, such as department overviews & org charts and step-by-step tools to identify and pursue fits for advancement
- An informal tool for recruiting teams to identify potentially qualified candidates and notify them of jobs that match their interests/profile

The bottom line

cfactor has given Starbucks tools that allow everyone in the company to contribute toward important human resource goals: improve retention, recruit internally, develop individuals, share knowledge, mentor others, engage employees and onboard new recruits to the company's culture. These critical HR goals are fundamental to the company's success.

Not only do Starbucks partners love what they do, cfactor helps Starbucks make sure that they keep loving what they do for a long time to come!

“Since we launched the site

in North America last May (2006), more than 70,000 out of 100,000 of our partners in North America have visited the site and built a unique profile. That alone is impressive.... Not only did you and your team step up to the challenge-you hit the ball out of the park! You helped us to think outside the box, drive towards a solution that would be relevant to our largest partner age group of 18-23, and continuously encouraged us to 'change the game'.”

Cara Beck
Global Learning
Starbucks

*building communities
out of companies®*