

How Starbucks India Turned Around its Connectivity Challenges into Multidimensional Gains

Navigating a fragmented digital landscape while brewing rapid expansion



THE CHALLENGE

Break out of an Underperforming, Legacy Network

Starbucks India, a joint venture between Tata Consumer Products and Starbucks Corporation, has grown to **270+** stores across **50** cities since opening its first store in 2012. Despite its rapid growth and popularity, Starbucks India faced several connectivity-related challenges that threatened to undermine its premium brand experience:



Inconsistent Wi-Fi Experience

Customer feedback indicated that the Wi-Fi service did not match the high-quality in-store experience Starbucks is known for.



Limited Customer Data Capture

The existing system was unable to collect customer data, leading to ineffective business insights and hindering personalisation efforts.



Fragmented Network Infrastructure

Two separate lines for back-end connectivity and customer Wi-Fi led to management complexities and inconsistent performance.



Manual Store Setup Processes

Setting up new stores required time-consuming manual configuration and testing, slowing down expansion efforts.



Security Vulnerabilities

The open Wi-Fi network posed potential security risks that needed to be addressed to protect customer data and brand reputation.



Lack of Standardisation

Individual stores used different protocols and solution providers, making centralised management challenging and inefficient.



Inefficient Reporting

IT Engineers had to manually collect reports from each site, collate them, and sync up with stores to understand errors with the links, which was a time-consuming process prone to errors.

When I joined two and a half years ago, we realised that there were a lot of issues we were facing because of connectivity. We had two different lines: one was for the back-end connectivity, and one was for Wi-Fi. The overall experience and feedback we were getting from customers was not in line with our overall physical experience that we offer in our stores.

Vipin Gupta, CTO, Starbucks India



CREATING A COMPREHENSIVE CONNECTIVITY ECOSYSTEM FOR STARBUCKS INDIA

An Integrated, Persona-Based Managed Wi-Fi Solution for Transforming Starbucks India's Connectivity Experience

Tata Communications developed a comprehensive, persona-based solution that combined Managed Wi-Fi 6 with the IZO™ SDWAN platform and A2P Messaging (MMX), creating a robust digital ecosystem:



Managed Wi-Fi 6

Delivered secure, fast, and reliable in-store Wi-Fi for customers with seamless OTP authentication via A2P Messaging.



IZO™ SD-WAN Platform

Implemented to prioritise critical application traffic and provide unified network management across all stores, optimising operations and simplifying IT oversight.



Zero-Touch Deployment

Enabled rapid store rollouts using templates for consistent, error-free setups, minimising on-site configuration and accelerating expansion.



Analytics Platform

Integrated deep insights into customer behavior and store performance with Starbucks data lake to drive actionable intelligence.



Unified Dashboard

Established real-time, pan-India network health monitoring through a single interface, enabling quick identification and resolution of issues.



The solution was designed based on two main user personas:



Starbucks Staff

Users of back-end applications for loyalty services and transactions. The solution prioritised their need for fast, reliable access to critical business systems, enabling efficient inventory management and seamless order processing.



Starbucks Customers

Consumers using Wi-Fi for browsing or business purposes. The system was optimised to provide them with a high-quality, secure connection that supported various activities, from casual internet surfing to conducting important business calls.



This persona-based approach ensured that the solution addressed the specific needs of both staff and customers, creating a comprehensive connectivity ecosystem for Starbucks India.



SERVING UP A BLEND OF ENHANCED EXPERIENCES AND OPERATIONAL EXCELLENCE

Fully Managed Solution across a Robust Digital Fabric Elevates Customer Experience and cuts Operational Complexity

The implementation of Tata Communications solution led to significant improvements across Starbucks India's operations:



Enhanced Customer Experience

Superior, secure in-store Wi-Fi experience, aligning with Starbucks premium brand promise and significantly boosting customer satisfaction.



Robust Security Infrastructure

Strengthened open Wi-Fi security and more secure payment systems, safeguarding customer data and enhancing brand trust.



Faster Store Rollouts

With zero-touch deployment and Wi-Fi 6, Tata Communications empowers Starbucks to achieve faster store rollouts, transforming business operations.



Actionable Business Intelligence

Customer insights through engagement, loyalty, and footfall analytics, integrated with sales data to create actionable intelligence for informed decision-making.



Unified Network Management

Single dashboard for pan-India network health monitoring, streamlining operations and enhancing troubleshooting capabilities across all locations.



Operational Efficiency

Improved staff productivity with faster application access, enhanced inventory management, and a responsive order logging system, particularly beneficial during peak hours.

IN THEIR OWN WORDS

It is giving us capabilities to deeply understand our customers, but also giving a lot of delight to our customers; that unique experience in Starbucks which I think no other retailer in India offers right now.

**Vipin Gupta, CTO,
Starbucks India**

For more information, visit us at www.tatacommunications.com

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