



智享会
HR Excellence
Center



第八届人力资源共享服务中心年会

2018年6月22日，北京





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用爱和人文打造 星巴克共享服务中心

Jenny Zhang



1st 门店
派克市场

76个
国家/市场

28,000+
门店

370,000+
伙伴

9,000,000+
顾客/每周

China

the largest, fastest growing and most strategic
international market for Starbucks

3,300+
门店

140+
城市

45,000+
伙伴

600,000+
顾客/每周



激发和孕育人文精神-每人每杯每个社区

EST. 1971
STARBUCKS
COFFEE COMPANY

*To inspire and nurture
the human spirit—
one person, one cup and
one neighborhood at a time.*

OUR VALUES

With our partners, our coffee and our customers at our core, we live these values:

Creating a culture of warmth and belonging, where everyone is welcome.

Acting with courage, challenging the status quo and finding new ways to grow our company and each other.

Being present, connecting with transparency, dignity and respect.

Delivering our very best in all we do, holding ourselves accountable for results.



FORTUNE

★ THE WORLD'S
MOST ADMIRABLE
COMPANIES

#5

GLOBALLY

#1

F&B INDUSTRY



将心注入和人文精神是星巴克体验的灵魂



打造人与人联接的第三空间，数字化体验的第四空间



年轻有朝气伙伴是我们最大的财富





We Create and Continue to Elevate
Partner Experiences thru providing
Simplified Process and Suitable
Platform as well as Satisfied Service

我们创造并持续提升伙伴体验，为伙
伴提供精简流程、打造便捷平台、提
供满意服务

We CARE Our Partner Care

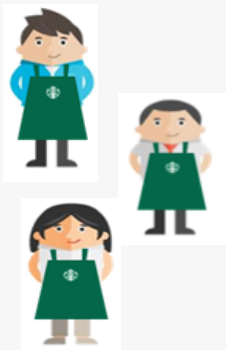


Focus on **Partner Connection** , **Deliverables Accuracy** , **Quick Responsiveness** and **Operation Excellence**

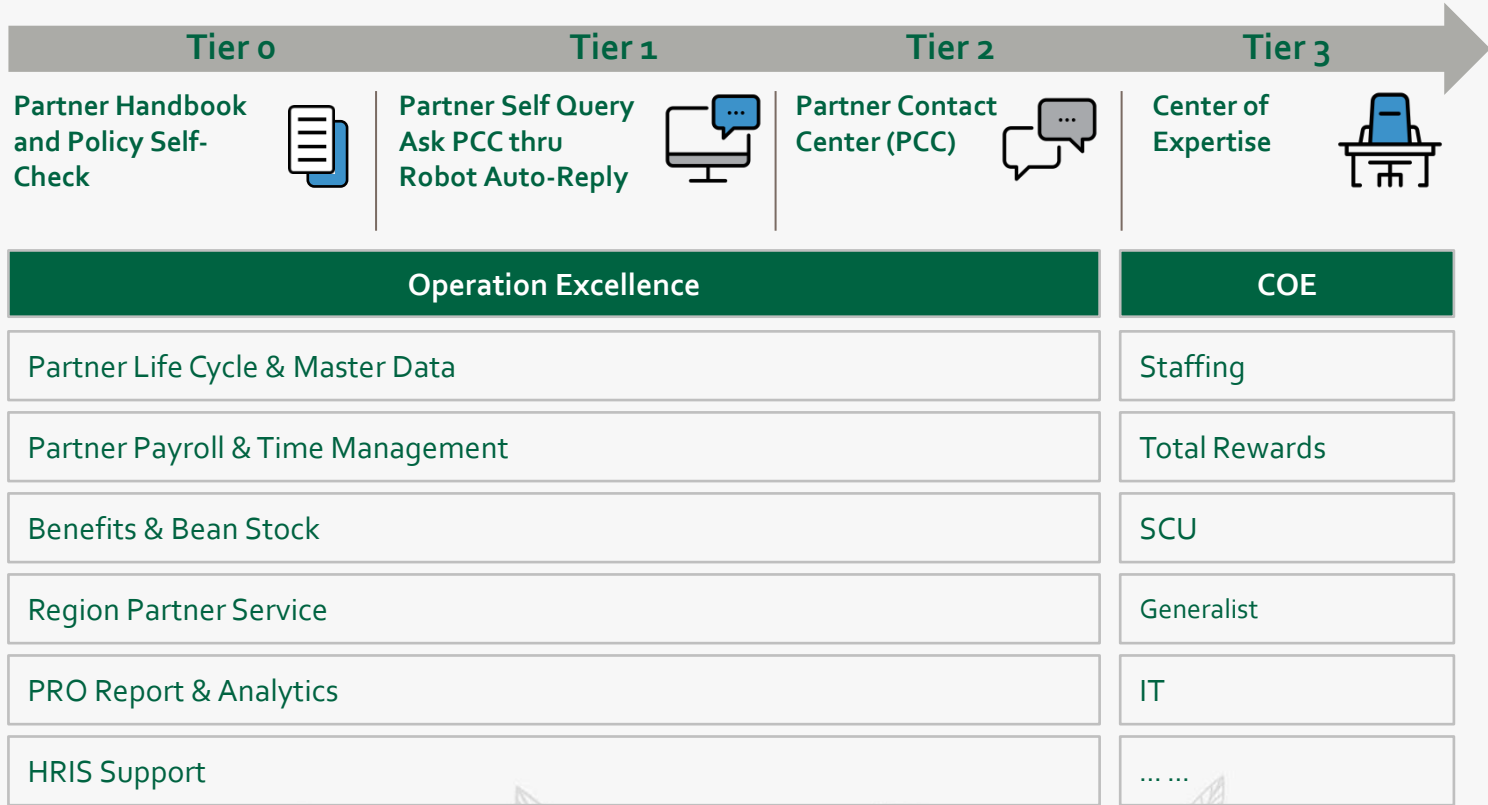
- Make Partner Proud , Happy and Healthy
- Elevate Partner Experience & Engagement

一站式的服务体验是我们所倡导的服务支持模式

People Manager



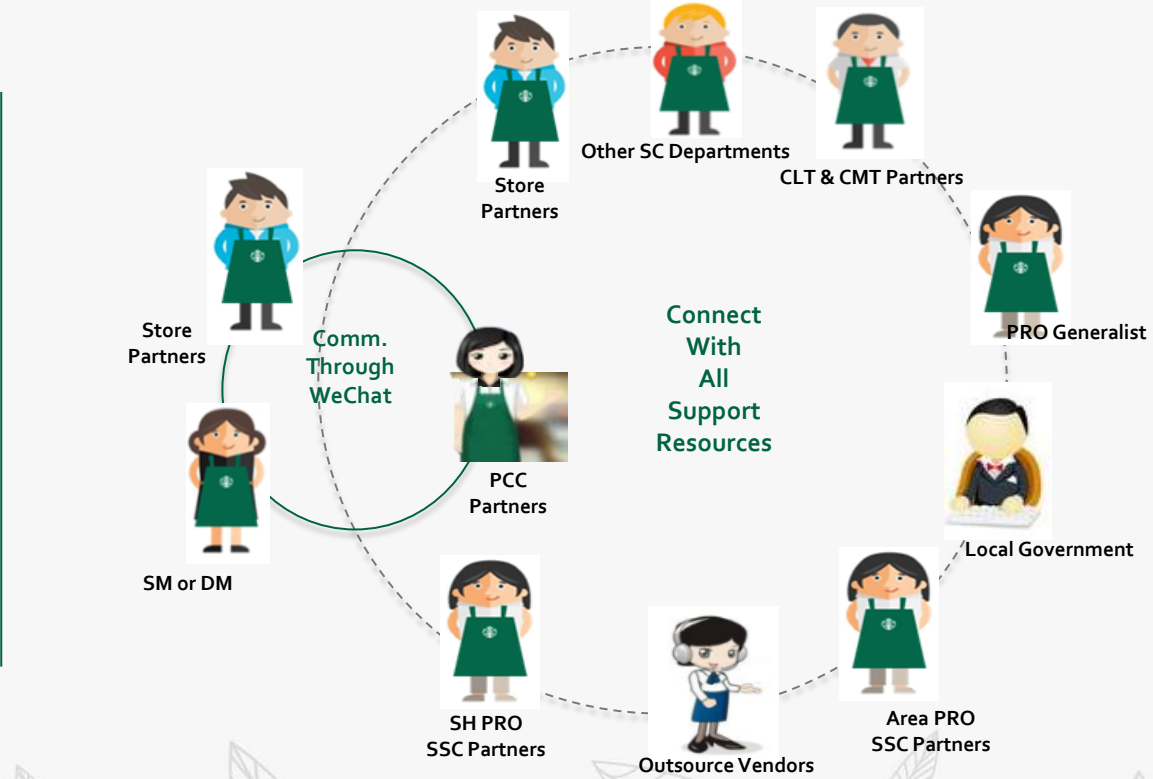
Partner



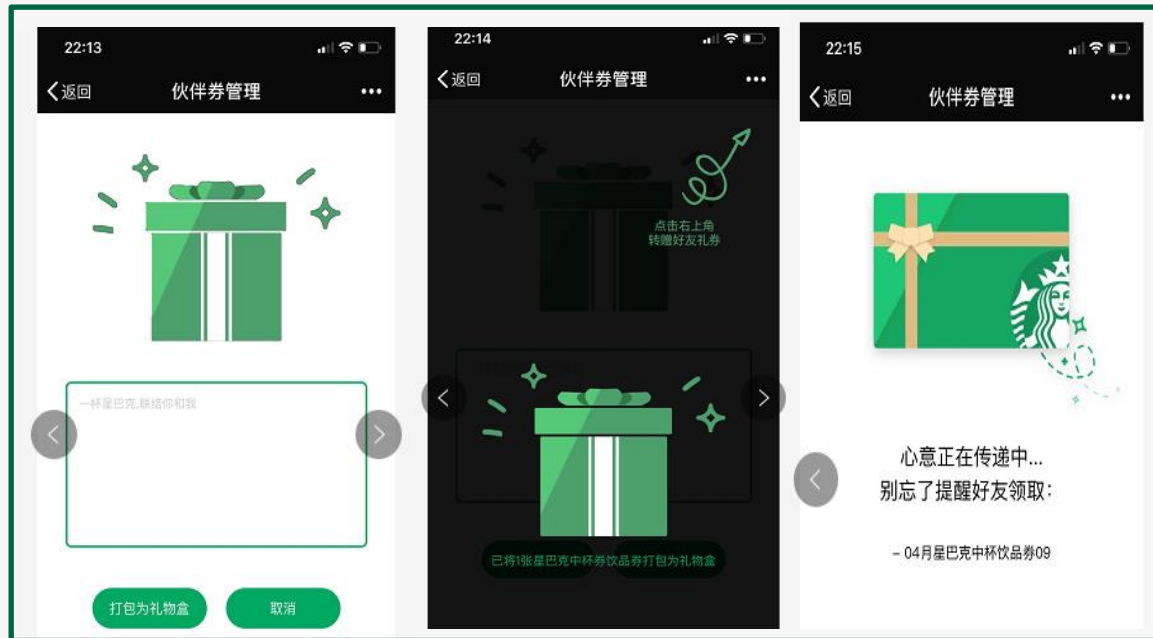
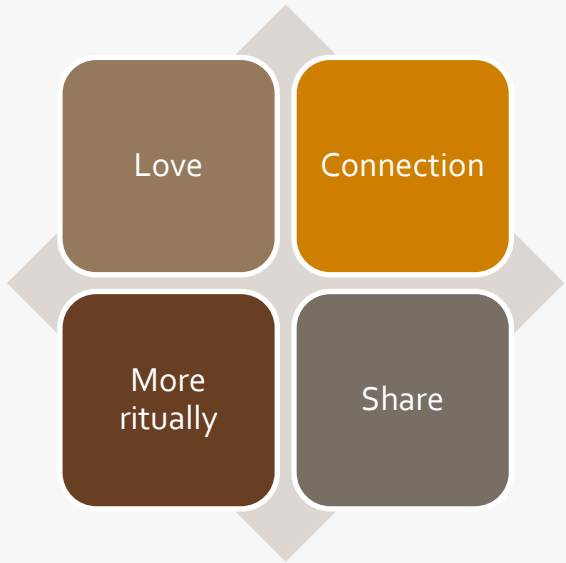
伙伴联接中心，为所有伙伴提供一站式服务，让沟通无障碍！



- 为所有伙伴提供在线服务
- 一站式人力资源服务
- 政策目录
- 伙伴证明
- 投诉与建议
-



人文设计，让爱、联接和分享更有仪式感



移动办公，让门店人员管理更便捷

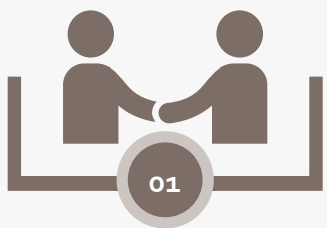
GPD (Global Partner Data)



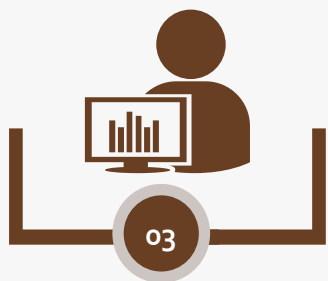
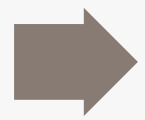
SM / DM:
Easy Access , Simple Page



共同打造未来智能体验的共享服务中心



Standards Integration
标准整合，平稳过渡



Operation Improvement
精益运营，持续优化




Service Intelligence
人工智能，精准服务





未来路很长，我们带着梦想和情怀一起追逐！



The Starbucks Siren logo is rendered in a dark, textured, circular form, appearing as if it's a stamp or a relief on a rough, brownish surface. The Siren's face is visible, with her eyes closed and a slight smile. Her hair is depicted with wavy, vertical lines. The background of the entire image is a mottled, brownish-grey texture.

Ubuntu – I am, because of you!
So We Care you care!