

# 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**

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