Saluting Innovation at Starbucks

by Neil Gandhi

Saluting Innovation at Starbucks for making it easier than ever to get together over coffee. The new ‘Starbucks for Outlook’ add-on can schedule meetings at the most convenient Starbucks location and send a Starbucks eGift Card through Microsoft Outlook.

Working in a virtual environment such as consulting, I have met my colleagues and grabbed coffee at Starbucks before heading to the client site many times. A lot can get accomplished over a Caramel Macchiato! Instead of having to figure out where the nearest Starbucks is and what time to meet, the add-on now provides an easy, streamlined approach for business professionals to catch up over coffee by allowing you to schedule meetings directly from your email. Want to send someone a birthday gift or make a friend who loves coffee smile? Well, Starbucks also allows you to send eGift Cards through the add-on. What’s not to like?

Starbucks continues to be a leader in innovation in the food and beverage industry. I salute Starbucks for recognizing the importance of using digital technology innovation to continue to increase market share in an increasingly saturated coffee industry.

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