

The leading American coffee brand, **Starbucks**, is changing its strategy by limiting the use of the **Siren Craft System**. This new approach aims to strengthen baristas' roles and offer customers a more personalized service.

**What is the Siren Craft System?** The Siren Craft System, introduced by Starbucks in 2022, was designed to speed up drink preparation and make baristas' work easier. It helped standardize the beverage-making process and improved efficiency.

**Why is Starbucks reducing automation?** Over the past few years, Starbucks expanded its automated systems to enhance customer experience. However, the company realized that customers prefer more human interaction, and baristas play a key role in creating a welcoming atmosphere.

**Key elements of the new strategy:**

- **Hiring more baristas** - Starbucks is increasing staff to improve service quality.
- **Limiting automation** - The company is scaling back the Siren Craft System and focusing more on manual beverage preparation.
- **Enhancing customer experience** - Starbucks is prioritizing personalized service and more human interaction.
- **Simplifying the menu** - The company is refining its offerings to make ordering easier.

**Future goals:** Starbucks aims to create a service model that emphasizes human connection. The company is improving working conditions for baristas and ensuring customer interactions are more engaging and meaningful.