

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.