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Haute école de gestion  
Genève

# **How do self-service terminals in coffee shops impact the customer experience?**

**Bachelor Project submitted for the degree of  
Bachelor of Science HES in International Business Management**

by

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**Geneva, December 16th 2024**

**Haute école de gestion de Genève (HEG-GE)**

**International Business Management**

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# Acknowledgements

I want to express my sincere gratitude to my bachelor thesis mentor, Ms. Aleksandra Jasinska, HEG Lecturer at the Haute École de Gestion in Geneva, for her support and guidance during the research and writing of my thesis. Her feedback and expertise have been precious, allowing me to learn throughout this process. I believe that her insights have contributed significantly to the success of my work.

Additionally, I thank the coffee shop baristas who agreed to be interviewed for my qualitative research. These interviews provided the foundation of my study. I am also deeply grateful to all the people who took part in the online survey and provided their input.

To all my closest friends and HEG colleagues, I am immensely thankful for your precious support, help, and time. I will always look back with appreciation for this unique season, filled with tough moments and fits of laughter.

Finally, I want to express my appreciation to my family and friends for their endless encouragement and support throughout my academic journey and the completion of this thesis.

# Executive summary

Self-service terminals are becoming increasingly prominent across industries, including retail and fast-food. However, their implementation in coffee shops introduces critical questions regarding their impact on customer experience, particularly in settings where human interaction and personalized service are key components. This study explores the balance between technological efficiency and the personal touch that defines the coffee shop experience, driven by the author's background in retail and passion for the coffee shop industry.

Using a mixed-methods approach, the research combines surveys and interviews to assess the impact of self-service terminals. Surveys targeted various age groups to analyze customer perceptions and experiences, while interviews with baristas provided insights into the operational benefits and challenges associated with the technology. Secondary data from existing literature on self-service terminals and customer experience further supported the analysis.

The findings reveal that perceptions of self-service terminals vary by age group, though a majority of participants emphasized the importance of human interaction and personalized service. For customers seeking minimal engagement with staff, self-service terminals improved comfort and convenience. Additionally, the technology proved particularly beneficial for enhancing speed and efficiency in busy coffee shops and large chains where operational performance is a priority.

Ultimately, the study highlights the need for a customer-centric approach when integrating self-service terminals in coffee shops. While these systems enhance efficiency, they must be implemented thoughtfully to preserve the emotional and sensory elements of the customer experience. Businesses are encouraged to strike a balance between technological innovation and personalized service to maintain customer satisfaction and loyalty.

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# 1. Introduction

This research examines the impact of self-service terminals on customer experience within coffee shops, focusing on how these terminals might change customer-staff interactions and influence the overall ambiance of the establishment. The study seeks to explore the balance between the convenience and efficiency of technology and the personal touch many customers value in their coffee shop visits.

The study begins with an overview of self-service terminals. This is followed by an overview of customer experience, emphasizing how self-service terminals can shape consumer experience. Finally, the literature review will explore the coffee shop industry to understand the impact of self-service terminals within a sector known for its unique customer interactions. The structure of this report follows with a description of the methods used, presentation of results, discussion, and finally give practical recommendations.

Despite the growing adoption of self-service terminals in various industries, limited research explores their specific impact on customer experience in the coffee shop sector. This research addresses the gap in understanding by employing a mixed-methods approach. Moreover, this study integrates both quantitative surveys and qualitative interviews. The survey results show that customers value the convenience and accuracy of self-service terminals, particularly regarding reduced wait times and order exactitude. However, many respondents expressed concerns about losing the personal interaction and ambiance characteristic of traditional coffee shop experiences.

Interviews with baristas offer additional insights, revealing a mixed response to integrating self-service terminals. While some baristas acknowledged the benefits of self-service terminals in simplifying operations during peak hours, others raised concerns about the potential negative impact on customer relationships and the atmosphere, especially in smaller coffee shops.

The discussion compares findings from the literature review, surveys, and interviews on self-service terminals in coffee shops, focusing on how customer perceptions vary across age groups, the impact on human interaction, and operational efficiency. The literature and results show that younger customers prefer the convenience of self-service, while older individuals are more likely to value personal interaction. Self-service is also favored by introverted customers who seek minimal social contact. However, many customers

still desire personalized service and emotional connection, which self-service cannot fully replicate. Efficiency and speed were identified as key benefits, particularly in busy environments, while concerns about job displacement and loss of personalized service rose. The report recommends a hybrid model, combining self-service terminals with human interaction.

## **1.1 Research objectives**

The objective of this research is to examine how self-service terminals impact the customer experience in coffee shops. It aims to assess the role of employee interaction in shaping customer satisfaction and determine which aspects of service contribute most to a positive experience.

Additionally, the study seeks to evaluate customer perceptions of self-service terminals, identifying the key factors that influence their acceptance or rejection. It will explore both the advantages and challenges of using this technology in coffee shop environments.

Another objective is to analyze whether customer perceptions of self-service terminals vary across different age groups. Understanding these differences will help determine how technology can be adapted to meet the preferences of various demographics.

The research also aims to assess how self-service terminals affect the atmosphere of coffee shops. Since coffee shops serve as both service providers and social spaces, it is important to evaluate whether automation changes the overall experience.

Furthermore, the study will explore the suitability of self-service terminals for different types of coffee shops, comparing their effectiveness in large chains versus independent businesses.

Finally, this research seeks to identify potential challenges in implementing self-service technology and explore strategies to balance automation with human interaction to maintain customer satisfaction.

## 2. Literature review

In recent years, the study of customer experience has gained significant attention for its critical role in understanding broader implications within innovation and consumer behavior. As technology evolves and the world becomes more digitally connected, exploring various concepts that contribute to a comprehensive understanding of how innovations like self-service terminals can impact customer experiences in service-oriented industries is important. The coffee shop industry, in particular, is undergoing profound changes driven by several trends: the expansion of specialty coffee (Grand View Research, 2022), an increasing emphasis on sustainable practices (Jang et al., 2015), the dominance of large coffee chains such as Starbucks (Starbucks Coffee Company, n.d.; Fang, L., & Yang, N., 2022), and the influence of social media marketing (Dharmayanti & Darma, 2020). However, digital transformation is one of the most significant trends, reshaping how coffee shops operate and interact with their customers. The adoption of this trend can provide a competitive advantage to coffee shops strategically integrating technology (Afifah et al., 2024).

### 2.1 Self-service terminals

#### 2.1.1 Definition and overview

Self-service terminals are interactive kiosks or computer systems that allow users to complete tasks or access services independently, without direct assistance from a person (Shiwen et al., 2021). Another source defines them as "electronic devices that allow customers to perform transactions or obtain information without the assistance of human staff" (Chen et al., 2022). We will use the first definition, which emphasizes self-service terminals interactive and independent nature, in this bachelor report.

They are becoming increasingly common across various industries, including hospitality and tourism (Shiwen et al., 2021), retail (Seungmin Lee., 2020), and even transportation.

Typically, self-service terminals consist of a touchscreen display and may include additional components like barcode scanners, card readers, or receipt printers (Shiwen et al., 2021). They are designed to be user-friendly, with intuitive interfaces that guide users through the desired tasks.

There is a significant amount of research on self-service terminals, as a simple search on Google Scholar (Google Scholar, n.d.) leads to approximately 2,460,000 results, highlighting the broad interest on the topic.

### Common applications

The retail industry utilizes self-service terminals to enhance convenience and efficiency. Self-checkout kiosks are a prime example of self-service terminals in retail settings. These terminals allow customers to scan items, make payments, and print receipts without the assistance of a cashier. This speeds up the check-out process and reduces labor costs for businesses. We can cite Subito areas in Migros supermarket. (Subito, Migros Online, n.d.) (A. L. Wisastra, 2024)

Self-service terminals are widely utilized in the hospitality industry. They are commonly seen in hotel check-in and check-out kiosks. Additionally, restaurant kiosks enable customers to place orders, customize meals, and pay directly. This is exemplified by McDonald's kiosks, widely recognized for their efficiency. (Wu et al., 2024)

Automated Teller Machines (ATMs) are the most well-known type of self-service terminal in the banking and finance sector. These machines allow customers to withdraw cash, deposit checks, transfer funds, and access other banking services around the clock. (Iberahim et al., 2016)

The transportation industry has also embraced self-service terminals in various ways. Airport kiosks enable passengers to check in for flights, print boarding passes, and select seats independently. Similarly, train and bus kiosks allow passengers to purchase tickets, check schedules, and obtain information about routes and fares. Parking terminals also use self-service technology to automate payment processes and manage parking spaces efficiently. (Drennen, 2011)

### **2.1.2 Drivers of self-service terminal adoption**

One potential benefit of self-service is the ability to reduce social friction. Researchers from the National University of Singapore, reported that the market share of products with difficult pronunciations rose by 8.4% when a liquor store switched from face-to-face to self-service. The researchers concluded that customers might be hesitant to appear unsophisticated to workers, and the shift to self-service eliminated this social friction. (Goldfarb et al., 2015) In that sense, self-service terminals could remove such friction.

Examining a study on self-service technology in restaurant operations, the authors (Clark S. Kincaid and Seyhmus Baloglu, 2005) found that the results indicate convenience, ease of use, and prompt service were the most frequently favored features associated with the implementation of self-service technology. (Kincaid & Baloglu, 2005)

This raises the question of the willingness of the customer to engage with such technology. Ryan Buell, a professor at Harvard Business School, stated that for customers to be willing to put in the extra effort, they must see the benefit of using self-service technologies. (Buell et al., 2010)

Now, looking at a self-service terminal in particular, a study by Elin Nilsson, Johannes Pers, and Linn Grubbström (2021) showed both sides of the coin by mentioning both positive and negative aspects. According to the findings, satisfaction is significantly positively correlated with usability, ease of use, pleasure, reliability, and support. This study also mentioned the notion that implementing self-service technology can, among other things, lower businesses' costs, increase productivity, and improve service quality (Nilsson et al., 2021). Another researcher, Darius Pahlavi (2023) stated that customer experience could be improved as servers begin to shift their focus from repetitive, transactional tasks toward more meaningful interpersonal engagement with guests.

### **2.1.3 Challenges and drawbacks of self-service terminals**

The increasing adoption of self-service terminals in restaurants has led to positive and negative outcomes. While these terminals can improve operations and enhance customer convenience, they also present particular challenges and drawbacks.

According to Alex M. Susskind and Benjamin Curry, approximately 20% of restaurant customers are more resistant to technology that directly faces them (2019). This resistance highlights a preference for traditional human interaction in specific dining settings. Additionally, new friction points may arise as customers adapt to these technologies. For instance, the same study revealed that 88% of participants favored paper menus over digital ones, and 57% found using QR-code menus challenging.

On the other hand, the lack of personalized service and the continued need for staff interaction can negatively affect the overall dining experience. The study also emphasized the importance of considering customers' technological readiness. While few respondents expressed concerns about the self-service concept being inappropriate

for individuals with disabilities, the elderly, or those struggling to adopt new technologies, it is essential to address these potential barriers. (Nilsson et al., 2021)

## **2.1.4 Applications of self-service terminals**

### McDonald's case study

The adoption of self-service terminals in McDonald's (McDonald's®, n.d.) restaurants shows how technological advancements reshaped restaurant operations. McDonald's introduced self-service terminals to address inefficiencies in the traditional counter-service model, such as long wait times or order inaccuracies. Through touchscreen interfaces, customers can browse the menu at their own pace, customize orders, and enjoy a more personalized dining experience. From a business perspective, these kiosks are a strategic investment. (LivTech Group, 2024)

Zhu and Meyer (2017) suggest that touchscreens can influence consumer behavior, leading to increased impulse purchases. In the context of fast-food restaurants, this implies that self-service kiosks can encourage customers to add more items to their orders, potentially boosting average order value. The researchers argue that touchscreens activate a more experiential thinking style, making customers more susceptible to impulse purchases.

The research conducted by Lee and Lu (2023) sheds light on the impact of waiting lines on customer behavior when using self-service technology. The study suggests that the presence of a perceived waiting line can lead to time-pressured menu ordering behavior. Customers may feel pressured to order quickly when others are waiting, potentially leading to less careful menu exploration and a higher likelihood of ordering errors. (Lee & Lu, 2023)

While self-service terminals were initially feared as job replacers, they have led to a redistribution of roles. McDonald's has reassigned cashiers to positions like "guest experience leads," who assist customers with kiosks and manage mobile or delivery orders. This labor redistribution reflects the evolving role of human workers in automated environments, where tasks evolve rather than disappear. (Lee & Lu, 2023)

### Case study of Migros and Coop in Switzerland

Self-checkout technology has become increasingly common in grocery stores globally, as well as in Switzerland. One of the benefits of self-checkout is to reduce customer wait

times. By allowing customers to scan and pay for groceries, self-checkouts reduce pressure on traditional cashier lines, particularly during peak shopping. This can be particularly beneficial for shoppers with small baskets who do not want to wait in long queues. Self-checkout also offers a level of control and convenience for customers. A study on the effects of self-checkout and self-scanning on working conditions (Unibe, 2023) explores this aspect. Customers can scan items at their own pace, bagging groceries. This can significantly appeal to tech-savvy individuals who appreciate a more efficient check-out process.

However, the implementation of self-checkout systems has its challenges. Taylor (2016) suggests that implementing self-service check-outs has led to a rise in shoplifting incidents. This increase is attributed to the emergence of a new type of shoplifter, categorized as "SWIPERS," who exploit the reduced human interaction and the potential for undetected theft at self-checkout stations. Additionally, the rise of self-checkout may affect the number of employees. While some argue that self-checkouts can free up cashiers for other customer service tasks, others worry about potential job losses in the retail sector. Castro, Atkinson, and Ezell (2010) acknowledge that industries with repetitive tasks, such as cashiers and data entry clerks, may experience job losses due to automation.

Another study shows a more nuanced perspective. The author suggests that technology often creates new jobs rather than eliminates them. Instead of replacing workers entirely, technology can displace workers to new roles that require different skill sets, ultimately leading to job transformation rather than job loss. (Bessen, 2015)

## **2.2 The concept of customer experience**

### **2.2.1 Defining customer experience**

Customer experience is important for business success. It drives customer satisfaction, loyalty, brand reputation, and revenue. (Diller, Shedroff, & Rhea, 2005)

The concept of customer experience is multifaceted, with various definitions offered by different scholars. Waqas et al. (2020) view customer experience as the cumulative result of all customer interactions with a company, its products, and its services. Schmitt (1999) proposes a more detailed perspective, highlighting the five sensory dimensions of customer experience: sensory, emotional, cognitive, behavioral, and relational.

For this paper, we will adopt Verhoef et al.'s (2009) definition of customer experience as a multidimensional concept encompassing a customer's overall perception of their interactions with a company. This definition is particularly relevant as it emphasizes the overall nature of customer experience, considering both cognitive and affective responses and sensory and behavioral aspects. His definition emphasizes the entire consumption process, from pre-purchase to post-purchase.

As highlighted by Becker and Jaakkola (2020) and Lemon and Verhoef (2016), emotional connections play a pivotal role in customer experience. When customers feel a strong emotional bond with a brand, they are more likely to show loyalty and express overall satisfaction. Beyond emotions, cognitive evaluations also significantly influence customer experience. When customers perceive a product or service as easy to use and effective, they are more likely to form positive perceptions. (De Keyser et al., 2020) Furthermore, sensory perceptions play a crucial role in shaping customer experience. The product or service's look, feel, and sound impact the customer experience. Memorable and impactful experiences often involve a strong sensory component. (Krishna, 2011)

Ultimately, customer experience influences customer behavior. Positive or negative experiences can drive specific actions, such as repeat purchases, recommendations, and complaints. (Verhoef et al., 2009)

Customer Experience is a critical factor for business success. Satisfied customers can recommend brands to friends and family (De Keyser et al., 2020), influence online reviews, and attract new customers. Loyal customers spend more per transaction (Gahler et al., 2023), and memorable experiences increase their lifetime value. Exceptional customer experience sets businesses apart, creating unique experiences (Verhoef et al., 2009) and fostering a customer-centric culture that drives innovation and responsiveness inside businesses.

### Examples of Customer Experience

The Ritz-Carlton is renowned for its exceptional customer service, often cited as a benchmark in the luxury hospitality industry. Their approach relies on a philosophy of "anticipatory service" (Solomon, 2015). Employees are empowered to go the extra mile, remembering guest preferences and proactively exceeding expectations. This personalized touch fosters emotional connections with guests, turning them loyal customers. For instance, a guest known for their love of chocolate chip cookies might

find a plate waiting in their room upon arrival. These gestures demonstrate genuine concern and elevate the guest experience beyond simply providing a luxurious room.

Southwest Airlines offers a distinct approach to customer experience, prioritizing fun and affordability in the airline industry. (Muduli, 2011) Their customer service is known for its friendliness and informality, creating a relaxed and enjoyable atmosphere. Flight attendants are renowned for their humorous announcements. Additionally, Southwest's open-seating policy allows passengers to choose their seats, offering a degree of control and flexibility. While this can lead to a bit of a boarding rush, it contributes to the airline's overall reputation for being a fun and unpredictable experience.

### **2.2.2 Studies on the impact of self-service terminals on customer experience**

Studies on the impact of self-service terminals on customer experience have gained significant attention in recent years. When searching on Google Scholar (Google Scholar, n.d.) for "self-service terminals and customer experience," approximately 22,400 results were found. This extensive body of work highlights the growing interest in understanding how these technologies affect customer interactions across various industries.

The impact of self-service terminals on customer experiences across four major schemas—informational, relational, organizational, and technological—was investigated by Åkesson, Edvardsson, and Tronvoll (2014). According to their findings, these experience drivers have an impact on clients at various points in the journey. Customers are largely impacted by informational drivers prior to their visit, which highlight the accessibility of pertinent information. Relational drivers, which emphasize customer control and interpersonal interactions, influence the experience following the visit. While technological drivers like dependability and ease of use affect experiences at every level, organizational drivers affect service efficiency during the visit. Positive experiences were found to depend on trust and ease of use, whereas negative experiences were caused by a lack of trust.

Wei, Torres, and Hua (2017) elaborated on how the extrinsic and intrinsic characteristics of self-service terminals affect customer service experiences, particularly in the hospitality sector. According to their research, while intrinsic qualities (like producing transcendent experiences) can improve service delivery, extrinsic qualities—like functionality and design—have a significant impact on customer satisfaction. According

to the study, self-service terminals should satisfy practical requirements while generating individualized, captivating experiences through stimulating curiosity and promoting client interactions.

The long-term effects of self-service technology on customer retention were examined by Scherer, Wunderlich, and Von Wangenheim (2015). They found that a balance between self-service and in-person interactions increases customer retention. They discovered that relying too much on self-service could increase customer reduction, particularly in the early phases of a customer's relationship. In order to maximize the overall customer experience, the study emphasizes the significance of preserving a balance between self-service and personal service interactions.

While several studies have examined the adoption and operational benefits of self-service terminals across industries, there is a lack of research specifically focused on the unique dynamics of coffee shops. Unlike other service industries, coffee shops often serve as spaces for casual and informal interactions, where the human element plays a significant role in shaping the customer experience. This gap leaves unanswered questions about how self-service terminals might alter the social aspects that many customers value in these environments, particularly for those visiting coffee shops for a sense of community or human connection.

Additionally, limited attention has been given to how different customer segments perceive and use self-service terminals. For instance, shy or introverted customers may find these systems appealing as a way to minimize interaction, yet their preferences remain underexplored in the current body of literature. Similarly, while the demand for personalized service is growing, such as tailored coffee preferences or personalized greetings, existing research tends to prioritize operational efficiency over understanding how self-service terminals meet or fail to meet these expectations.

Addressing these gaps is crucial to providing a more comprehensive understanding of the impact of self-service terminals on the overall coffee shop experience, particularly in contexts where human interaction and personalization are key drivers of customer satisfaction.

### **2.3 The coffee shop industry**

The coffee shop industry is unique due to its strong emphasis on customer experience, personalization, and social interaction. Unlike other industries, coffee shops serve as a place for quick transactions and a place to socialize, significantly influencing customer perceptions and behaviors. This makes the study of self-service terminals in coffee shops distinct from other sectors, as the interaction between customers and the physical space, the staff, and the product is integral to the overall experience. In coffee shops, the convenience of self-service terminals must be balanced with the need for human connection, which may be less relevant in industries where customer interaction is less personal or frequent. Therefore, findings in this sector may not translate directly to other industries where the primary focus might be efficiency or automation without the same emotional and social dynamics.

The coffee shop industry is a major worldwide actor. This important market is projected to grow at a compound annual growth rate (CAGR) of about 6.83% between 2023 and 2030 and be valued at approximately \$133.98 billion by then (Zion Market Research, 2024). This is significant because, from an economic perspective, the industry impacts a large number of individuals. Additionally, it contributes to job creation and business development, which in turn generates revenue for the government.

According to the Cambridge Dictionary, Coffee shops, also called cafés, are defined as businesses that specialize in serving coffee beverages and a selection of other drinks and light meals. (Cambridge Dictionary, 2024) .Coffee houses first appeared in the Middle East in the fifteenth century, when they were widely used as social gathering places. These historic places served coffee as a beverage and served as centers for intellectual exchange and news (Ellis, 2008).

Various countries influence how coffee shops are established and conducted. Italy has a rich and historic coffee culture. Little cups of coffee are usually used, espresso being the most commonly drunk version. Italians typically purchase coffee at a cafe counter and drink it quickly before starting the day's activities. This emphasis on espresso drinking greatly impacted neighboring European nations, such as southern Europe (Morris, 2013). Coffee shops in Europe are approached very differently than they are in America. A major player in the market, Starbucks, has been a big influence on this coffee culture (Anugrah & Pratama, 2022). Starbucks' concept of large, flavored coffee drinks,

often customized with milk, syrups, and other additions, aligns perfectly with its grab-and-go culture supported by drive-thrus. This approach fits the fast-paced American lifestyle, where coffee is frequently consumed on the go. This is in line with a study that reported that 50% of respondents consume coffee while on the go, highlighting the prevalence of mobile coffee consumption in today's society. (Pelau & Radulescu, 2019)

Looking now at Asia, the world's highest density of coffee shops is in Taiwan (Lin et al., 2022), where coffee shops are typically considered "third places" after home or the office. They provide an inviting atmosphere for the long-term working environment, studying, or socializing for more extended periods. (Oldenburg, 1989) . The competitive landscape of the coffee shop industry is shaped by a mix of large global chains like Starbucks or Dunkin, regional players, and smaller independents.

### **3. Methods**

To gain a comprehensive understanding of this topic, a mixed-methods research approach was adopted. Mixed methods research is "an approach that allows researchers to use a variety of methods to address research questions that cannot be answered using a singular method" (Doyle et al., 2009).

From a marketing perspective, this study examines customer experience to explore the added value that self-service terminals can bring to customers, based on Philip Kotler's view that marketing is the process of creating and delivering added value to customers. (Kotler, 2003)

The study's limitations include conducting surveys only in English customers and relying on participants' willingness to participate, which might have impacted the findings.

Limited research exists on the impact of self-service terminals on customer experience, specifically within the coffee shop industry, highlighting a gap in the existing literature.

While existing research provides valuable insights into self-service terminals, significant gaps remain, particularly regarding customer's and barista's perspectives. Understanding customer preferences and perceptions is essential for evaluating the effectiveness of these self-service terminals in coffee shops, especially in a customer experience context. This paper aims to address these gaps, contributing to a more comprehensive understanding of the implications of self-service terminals.

#### **3.1 Quantitative research: the survey**

A structured survey methodology was adopted to investigate the impact of self-service terminals on customer experience in coffee shops. A survey, which is a method of collecting information from a sample of individuals (or units) to make inferences about a larger population, will be used in this research. (Groves, 20011)

Using a survey as a data collection method for this research was considered the most adequate tool. It allows for efficiently reaching a large number of customers and is relatively inexpensive, making it accessible for gathering valuable insights into customer opinions. In-depth interviews were not used with customers due to their time-consuming

approach and limit with the number of respondents. Surveys allowed us to gather data from a larger sample more efficiently.

The questionnaire included various question types to gather detailed insights into customer preferences and experiences. Participants were asked about their coffee preferences (Q1), demographic information (Q2, Q3, Q4), and frequency of coffee shop visits (Q5). The survey also explored customer attitudes towards self-service terminals and employee interactions, including satisfaction levels (Q11), factors influencing satisfaction (Q12, Q14), and specific barriers to using self-service terminals (Q15). Ranking questions (Q7, Q8) were used to understand the prioritization of factors when choosing a coffee shop, while other questions assessed openness to guest-facing technology (Q16) and invited additional comments (Q17). All the questions for the survey are provided in Appendix 5.

The survey was developed using the Qualtrics tool (Qualtrics XM, 2024), an online survey platform. The design process started with an extensive literature review on customer experience and self-service terminals. This review helped identify critical variables and factors relevant to the context of coffee shops, ensuring that the survey questions were detailed and specific to the particular situation.

A pilot test was conducted to improve the survey. A small group of individuals participated in this pilot, providing feedback on the questions' clarity, structure, and coherence. Based on this feedback, adjustments were made to enhance the survey.

As the study focuses on coffee shop customers, a target population of 200 respondents was chosen. This sample size was considered adequate to provide insights into the population's perspectives and ensure a broad representation of customer opinions. The sampling method was designed to capture a diverse demographic range, including variations in age, gender, and geographic location. This diversity ensured the survey results were generalizable across different customer segments.

Data collection was facilitated through an online survey distributed via multiple digital channels, including Instagram, LinkedIn, and direct messaging on WhatsApp. An introductory message outlined the study's objectives and the importance of participants' participation and invited them to complete the survey. Informed consent was obtained from all respondents, ensuring adherence to ethical standards. The survey was designed

to be concise yet comprehensive, reducing respondent fatigue and enhancing response accuracy.

Ethical considerations were taken into account throughout the research process. Participants were fully informed about the study's purpose, the voluntary nature of their participation, and the confidentiality of their responses. Anonymity was maintained to protect respondent privacy, and all data were securely stored in compliance with data protection regulations. These state that once the purpose of the survey is fulfilled, data must be deleted or anonymized.

### 3.1.1 Profile of survey respondents

The survey involved 194 participants in total. However, it is important to highlight that the number of responses varied for each question. This discrepancy arises as not every participants answered every question, leading to differing response rates throughout the survey. Consequently, the total count of respondents could have been more consistent across all questions.

**Table 1: Age range**

Age range	Count per age range
Younger than 18	1
18-24	79
25-34	70
35-44	11
45-54	8
55 and above	11
<b>TOTAL</b>	<b>180</b>

**Table 2: Gender**

Gender	Count per gender
Male	68
Female	107
Prefer not to say	5
<b>TOTAL</b>	<b>180</b>

**Table 3: Country of residence**

Country of residence	Count
Switzerland / Neighbouring France	139
Other Country	35
<b>TOTAL</b>	<b>174</b>

**Table 4: Residential area**

Residential area	Count per area
Urban/City center	73
Suburban neighborhood	70
Rural area/countryside	35
<b>TOTAL</b>	<b>178</b>

**Table 5: Coffee shop frequency of visits**

<b>Coffee shop frequency visits</b>	<b>Count</b>
Every Day	4
Multiple Times A Week	25
Once A Week	27
Multiple Times A Month	44
Multiple Times A Year	40
Rarely (I Don't Visit Coffee Shops)	38
<b>TOTAL</b>	<b>178</b>

### **3.2 Qualitative research: the interviews**

A qualitative research component was integrated into the study to complement the quantitative survey. The goal was to gather in-depth insights from experienced baristas regarding their perspectives on self-service terminals in coffee shops.

In *Doing Interviews* by Brinkmann and Kvale (2018), interviews are defined as a qualitative research method in which the researcher engages in a direct, interpersonal conversation with the participant to gather detailed information on their experiences, perspectives, and understandings. Interviews are a common research practice, especially in qualitative research.

The aim was to understand their perspectives on the feasibility, potential benefits, and challenges associated with implementing self-service terminals in their work environments.

The target participants for the interviews were experienced baristas working in various coffee shops across Switzerland, Canada, the USA, and France. The selection aimed to include baristas from different coffee shop settings, including chain establishments, family-owned cafes, and independent coffee shops. This diversity ensured that the insights gathered would be comprehensive and reflect different operational contexts.

Seven baristas were recruited for the interviews. Participants were identified through personal networks and direct outreach to coffee shops. An effort was made to include baristas from different geographic regions with varying experience levels.

The interviews were structured to last about 30 minutes, providing enough time to explore each topic in depth. Before the interviews started, participants were briefed on the study's objectives, the nature of their participation, and assurances of confidentiality. Consent was obtained to record the interviews for the purpose of accurate data capture and analysis.

The interview protocol consisted of three main sections. The first section focused on customers, examining their interactions, preferences, and the typical service challenges faced by baristas. The second section addressed perceptions of self-service terminals, where baristas shared their initial thoughts and discussed the potential impacts of implementing such technology. The final section explored adaptation, delving into how baristas perceive the integration of self-service technology and its potential effects on their traditional roles.

Interviews were conducted in person, over the phone, or via video conferencing, depending on the participants' preferences and availability.

Ethical considerations were prioritized throughout the qualitative research process. Participants were fully informed about the purpose of the study, the voluntary nature of their participation, and the measures taken to ensure confidentiality and anonymity.

### 3.2.1 Profile of interviewees

This section presents the profiles of the seven individuals who participated in the study. These individuals, primarily baristas and waitstaff, were selected to provide insights into the experiences of frontline service workers in the hospitality industry. Their diverse backgrounds, ranging from independent coffee shops to international chains, offer a comprehensive understanding of the challenges and opportunities faced by these professionals.

**Table 6: Profile of interviewees**

<b>Res pon dent</b>	<b>Role</b>	<b>Company</b>	<b>Location</b>	<b>Regular Customers</b>
<b>A</b>	Barista	Starbucks within Target	USA	Moms with kids, teens, Target employees
<b>B</b>	Barista	Various (Family-	Florida International	Primarily students, faculty, and staff of the university. Also

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		owned coffee shop, Starbucks)	University, Florida, USA	includes visitors and family members of students. All to-go orders
<b>C</b>	Barista	Becca's Bakery	Sherbrooke, Quebec, Canada	Primarily students from the local university, families, and older residents. 30% of To-go orders
<b>D</b>	Barista	Starbucks	Geneva, Switzerland, in a luxury street.	Primarily tourists from various countries, especially the Middle East, Asia, and Western Europe. Also includes local workers and residents. 80% of To-go orders
<b>E</b>	Waitresses (Runner)	A beachside restaurant in the south of France, A restaurant in Annecy, France	Southern France (beach location), Annecy, France	Southern France: Primarily tourists (English, Dutch, French, Swiss). Families. Annecy: Primarily locals, office workers, groups of friends or families celebrating special occasions.
<b>F</b>	Barista and Generalist	Independent, locally-owned coffee shop	The respondent preferred not to say	A mix of locals, including elderly residents, mothers and caregivers, students, and young professionals. 30% of To-go orders
<b>G</b>	Barista	Boréal Coffee (a local coffee shop chain)	Primarily at the Gare Coravin location, with occasional shifts at other branches in the city of Geneva, Switzerland.	A mix of local professionals (lawyers, financial workers, and other office workers in the area), Students (both university students and younger students), Tourists (particularly during peak seasons)

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## 4. Results

The study's findings reveal that employee interaction plays a moderately important role in customer experience, with an average rating of 6.8, indicating its relevance, though not as the primary factor for choosing a coffee shop. Regarding coffee shop preferences, local coffee-focused shops were the most favored, with 73% of respondents expressing a likelihood to purchase there, while chains showed mixed opinions. Self-service terminals were generally well-received for their speed and convenience. However, concerns such as the lack of human interaction, technical issues, and limited personalization were identified as concerns, suggesting a need for a balance between technology and employee interaction.

### 4.1 Quantitative research: the survey

#### 4.1.1 Question 1: Importance of employee interaction

A study examined customer-employee interaction within the framework of service encounters, emphasizing the role of empathy as a critical mechanism in shaping these interactions (Wieseke et al., 2012).

Respondents were asked to rate the importance of employee interaction quality on a scale of 1 to 10. The average rating was 6.8. The moderately high average score indicates that while interaction quality is important, it may not be the most critical factor impacting customer experience. However, it remains a key area for enhancing customer satisfaction.

#### 4.1.2 Question 2: Aspects of customer-employee interaction contributing to satisfaction

The survey responses about employee interaction contributing to satisfaction highlighted several recurring themes. Kindness and politeness emerged as the most frequently mentioned factor, emphasizing the importance of friendly and welcoming behavior. Respondents also valued professionalism and knowledge, appreciating staff who could answer questions and provide helpful recommendations. Personalized and attentive service was another significant aspect, with customers expressing a preference for employees who engage with them, personalize interactions, and demonstrate genuine consideration. A positive attitude and smile were consistently mentioned as fundamental components of customer satisfaction. While less emphasized than kindness, efficiency,

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and speed were also noted as important, with respondents appreciating prompt and effective service. Additionally, respect and warmth, characterized by politeness and a warm approach, were frequently highlighted as contributing to a positive experience.

These findings underscore that interpersonal aspects of service strongly influence customer experience. Staff interactions marked by kindness, attentiveness, and professionalism create an environment where customers feel valued.

#### **4.1.3 Question 3: Satisfaction with self-service terminals**

The survey respondents provided an average rating of 6.72 when asked about their satisfaction with self-service terminals in fast-food and grocery stores. This indicates a moderately positive reception, suggesting that while these terminals are generally well-received, there is still room for improvement in user experience and functionality.

#### **4.1.4 Question 4: Aspects of self-service terminals contributing to satisfaction**

Respondents identified several aspects that contribute to satisfaction with self-service terminals. Speed and efficiency were highlighted as the primary benefits, with users valuing rapid service that helps them save time and avoid long queues.

Ease of use was another important factor, as many respondents appreciated a simple and intuitive interface that made it easy to navigate and place orders.

Autonomy and privacy were also significant advantages, as making decisions independently without interaction was particularly appealing to introverts or those seeking a quieter experience.

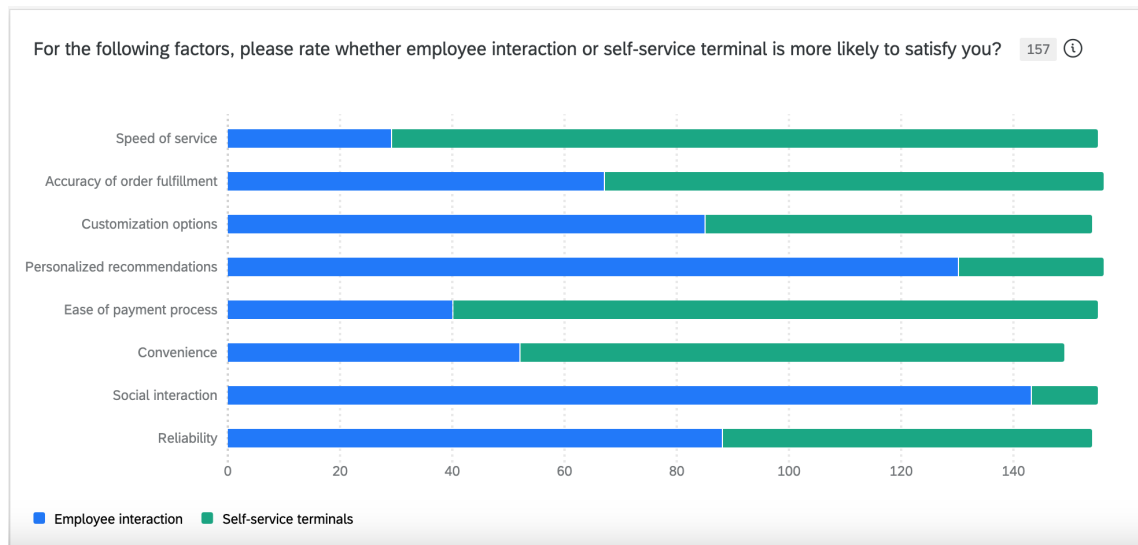
While convenience was mentioned as an important factor, some respondents pointed out that self-service terminals offer fewer personalized service options than direct interaction.

The preference for speed and autonomy indicates that customers seek efficient and non-intrusive service, especially during busy periods or when they need a quick solution. However, the perceived lack of personalized service and absence of human interaction suggest that self-service terminals may only partially meet customer needs, particularly in more intimate or personalized settings.

#### 4.1.5 Question 5: Use of self-service terminals in coffee shops

Out of the 100 participants, 63% indicated they had not used self-service terminals in coffee shops. In contrast, 38% (60 participants) reported using them, showing that while there is some familiarity with these technologies, they are still not widely used in coffee shop settings.

#### 4.1.6 Question 6: Preference between employee interaction and self-service terminals

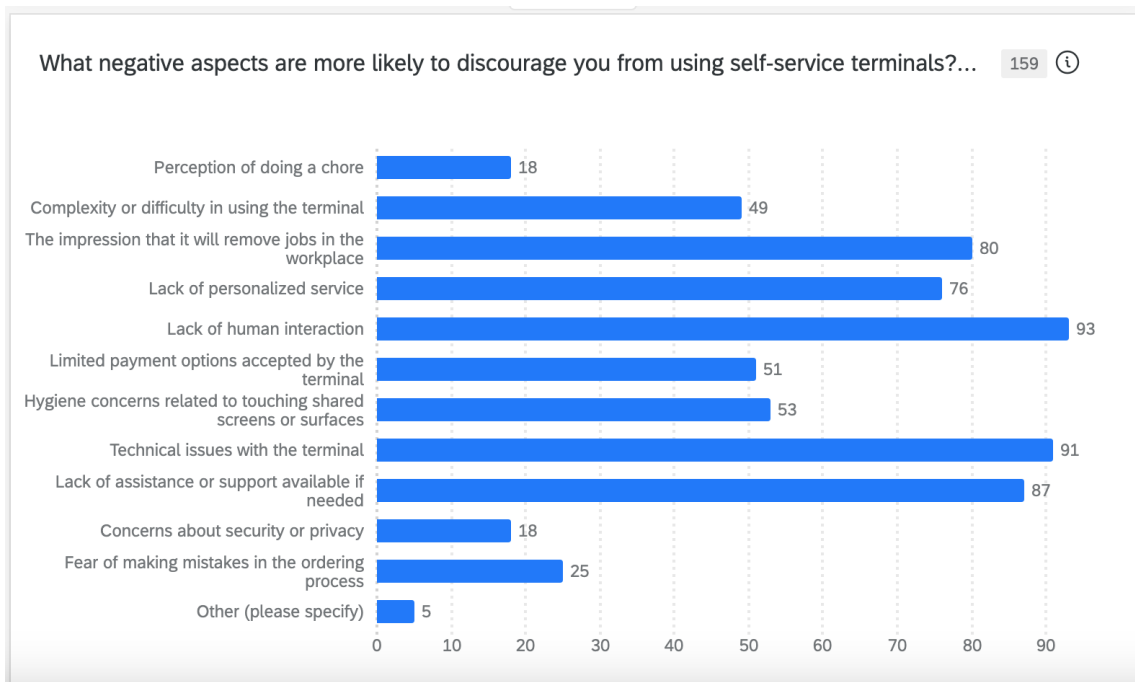


**Figure 4: Preference between employee interaction and self-service terminals**

The responses to this question varied based on specific factors. For speed of service, 126 respondents preferred self-service terminals, while 29 preferred employee interaction. Regarding order fulfillment accuracy, 67 respondents favored employee interaction, compared to 89 who preferred self-service. Customization options were another preference area, with 85 respondents leaning towards employee interaction versus 69 for self-service. Personalized recommendations showed a significant difference, as 130 respondents preferred employee interaction, compared to just 26 for self-service. Ease of payment was a factor where 115 respondents favored self-service terminals, while 97 respondents leaned towards self-service for convenience. However, for social interaction, 143 respondents preferred employee interaction, and 88 respondents favored employee interaction for reliability.

These findings indicate that while self-service terminals were preferred for speed, convenience, and ease of payment, employee interaction was favored for personalization, social interaction, and reliability. This suggests that customers value a balance between efficiency and human connection.

#### 4.1.7 Question 7: Negative aspects discouraging use of self-service terminals



**Figure 1: Negative aspects discouraging the use of self-service terminals**

Respondents identified various negative aspects that could discourage them from using self-service terminals. The most common concern, cited by 58% of respondents, was the lack of human interaction. This was followed by the perception of removing jobs from the workplace (50%), which indicates social and economic concerns. Other issues included complexity or difficulty using the terminal (41%) and a lack of personalized service (46%). Technical issues, cited by 57%, were also a significant concern, as was the absence of assistance when needed (55%).

Hygiene concerns, with 33% of respondents mentioning shared screens or surfaces, and limited payment options (32%) were additional points of contention. 16% noted the fear of making mistakes in the ordering process, and 11% mentioned concerns about security and privacy. Some respondents also pointed out issues such as large orders needing to

be more convenient to input on terminals or losing the enjoyable social aspect of ordering coffee.

The responses highlight that while self-service terminals offer convenience, the lack of personal interaction, potential technical issues, and concerns about job loss are significant drawbacks. This implies that service providers should focus on enhancing user experience, maintaining hygiene standards, and ensuring reliable performance for successful integration.

#### **4.1.8 Question 8: Openness to using guest-facing technology**

The average rating for openness to using guest-facing technology was 4.40. This indicates a moderate level of acceptance, suggesting that while respondents are willing to use such technology, the willingness is not very high.

#### **4.1.9 Question 9: Additional comments and suggestions**

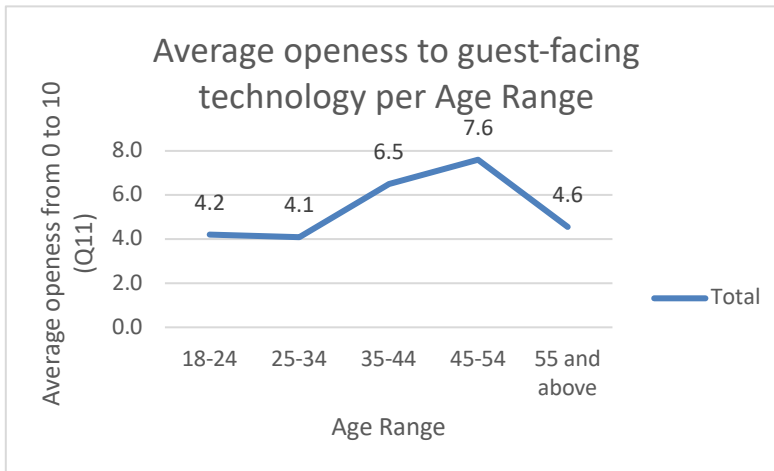
Responses to this question varied widely, with some respondents expressing concerns about out-of-order machines and others noting that coffee shop visits are deeply rooted in social traditions. Some participants mentioned that during busy periods, using technology, like app orders, could help reduce human fatigue and pressure on staff. Others emphasized that they enjoy observing baristas at work and that self-service terminals might detract from this experience. Several comments suggested that while self-service terminals are convenient for quick and private transactions, they might not align with some coffee shops' relaxed and social atmosphere.

There were also insights into the potential benefits of using self-service technology to reduce costs or to provide quicker service, especially in high-demand settings. Overall, the survey highlighted that while convenience and autonomy are appealing, many respondents value the human aspect of service and the ambiance that personal interaction creates in coffee shop experiences.

#### **4.1.10 Age-based differences in openness to guest-facing technology and employee interaction**

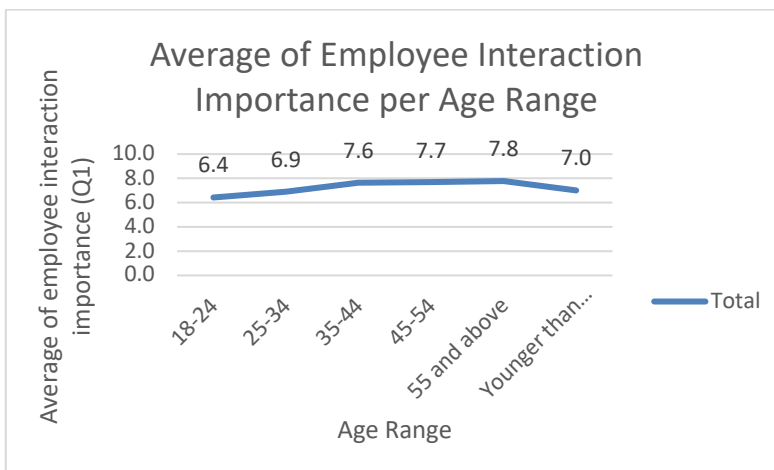
Survey data reveals a surprising trend: Respondents aged 45-54 demonstrated the highest openness to using guest-facing technology, with an average score of 7.6, while younger age groups, including 18-24 and 25-34, had lower scores of 4.2 and 4.1, respectively. This contrasts with the common assumption that older individuals are less

receptive to technology. Interestingly, the 55 and above group, often considered less open to digital tools, showed moderate openness with a score of 4.6.



**Figure 2: Average openness to guest-facing technology per age range**

Nevertheless, when asked about the importance of employee interaction in coffee shops, older groups placed a higher value on personal interactions, with the 55 and above group rating it the highest (7.8). This contrasts with younger groups, who rated employee interaction lower, suggesting that older customers may find self-service terminals less appealing due to their lack of employee interaction.



**Figure 3: Average of Employee Interaction Importance per age range**

## 4.2 Qualitative research: the interviews

This section presents the insights gathered through interviews with various baristas and staff members across different types of coffee shops. The following sections detail these responses, showing how self-service technology could impact the customer experience, staff workflow, and overall shop ambiance.

While the following insights are drawn from the interviews conducted with baristas and staff members across various coffee shop settings, it is important to note that my analysis and interpretation of the responses guided the process of identifying key themes and highlights is subjective. While not strictly a formal scientific method, this approach aims to present an overview of the main perspectives and noteworthy points raised during the discussions.

Appendix 2 contains the key highlights of the interviews, while Appendix 3 provides the complete transcription.

### 4.2.1 Recurring themes from interviews

**Table 7: Recurring themes from interviews**

<b>Theme</b>	<b>Description</b>	<b>Respondents highlighting the theme</b>
<b>Impact on customer interaction</b>	There were concerns about reduced human interaction and personal touch in customer service. Many felt this was integral to the ambiance of small/local shops.	A, C, F, G
<b>Efficiency and speed</b>	Terminals could streamline orders, reduce wait times, and manage high rush-hour traffic, especially in chains or busy environments.	B, D, E
<b>Customization and guidance</b>	Customers often appreciate recommendations from staff, which could be lost with self-service terminals.	C, F
<b>Balance between technology and human touch</b>	Several respondents advocated for optional terminals to maintain human interaction for customers who preferred it.	B, F
<b>Cultural and language accessibility</b>	Terminals offering multiple languages were seen as beneficial for efficiently serving non-local customers or tourists.	A, D
<b>Workload and workflow</b>	Technology could reduce pressure during rush hours, but respondents working in small shops often preferred hiring more staff.	C, D, F

<b>Atmosphere and ambiance</b>	Small, community-focused shops emphasized preserving a cozy, welcoming environment that technology might disrupt.	C, F, G
<b>Challenges in daily operations</b>	Across interviews, common challenges included high workloads, language barriers with tourists (A, D), physical fatigue (G), and juggling multiple tasks as sole workers (C, F).	A, C, D, F, G

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How do self-service terminals in coffee shops impact the customer experience?

## Discussion

### **4.3 Summary of the important findings and literature review**

This paper examined how self-service terminals in coffee shops impact the customer experience. The study revealed key findings, including variations in customer perceptions based on age groups. It also shows the role of self-service terminals in enhancing service efficiency in the different coffee shop settings.

The evolving customer experience in the coffee shop industry is being reshaped by trends such as the rise of specialty coffee (Grand View Research, 2022), sustainability practices (Jang et al., 2015), the influence of large coffee chains (Park & Jang, 2022), and social media marketing (Dharmayanti & Darma, 2020). A key development in this transformation is the integration of digital technologies, including self-service terminals, which offer coffee shops opportunities to improve operational efficiency and customer satisfaction (Afifah et al., 2024). These allow customers to place orders independently, promise faster service, reduced wait times, and greater control for customers (Shiwen et al., 2021).

Despite these benefits, challenges remain. Resistance to technology (Susskind & Curry, 2020), concerns about usability, and the potential loss of personalized service are significant obstacles (Technomic, 2020). Previous studies have shown that while self-service terminals can reduce social friction, they may introduce new stress points, such as long lines and rushed customers (Goldfarb et al., 2015).

Survey findings revealed that employee interaction is highly valued, with kindness, professionalism, and personalization rated as key factors in coffee shop satisfaction. While respondents rated self-service terminals positively for their speed and efficiency, the lack of human interaction and personalization led to negative perceptions.

Interviews further emphasized a mixed response to self-service terminals. Many respondents acknowledged their potential to improve efficiency, particularly during peak times, but raised concerns about compromising the individual and the welcoming atmosphere central to many coffee shops. Some interviewees advocated keeping these terminals optional, allowing customers to choose between technology and human interaction. The overall consensus suggested that while self-service technology could

streamline operations, preserving the human element of service is important to maintain a positive customer experience.

#### **4.4 Comparison of literature review, surveys and interviews**

We aim to compare and explore deeper the findings of the literature review, survey, and interview.

##### **4.4.1 The impact on the perception across different age groups**

Exploring whether the perception of self-service terminals in coffee shops differs depending on the customer's age group is important for understanding how self-service terminals impact various target audiences of customers.

The perception of self-service terminals in coffee shops can vary across different age groups. Literature suggests that older individuals often face barriers to adopting self-service technologies due to technological unfamiliarity or physical challenges. A preference for personal interactions can accentuate these barriers, as older customers typically value face-to-face communication, which self-service terminals cannot replicate. In contrast, younger customers are generally more open to self-service terminals, finding them convenient and efficient, particularly in urban areas where such technologies are more prevalent. (Nilsson et al., 2021)

The survey revealed that respondents aged 45-54 were more open to using guest-facing technology than younger age groups, contrasting with standard assumptions. However, older groups, especially those 55 and above, valued employee interaction in coffee shops more. This suggests they find self-service terminals less appealing due to the lack of personal engagement. As seen in the results section in point 4.1.13, this trend highlights the importance of balancing technology with human interaction in the customer experience.

Interview data provides further context to these findings. Baristas from small, family-oriented coffee shops noted that many older customers seek social interaction during their visits. One respondent mentioned, "People come to make contact. Really. Like, especially the elderly. They want to talk to me." This supports the idea that older customers may view self-service terminals with less willingness to adopt. At the same time,

younger groups are more likely to embrace technology's convenience, as baristas noted in high-volume establishments.

#### **4.4.2 The impact on shy customers or those seeking minimal interaction**

Self-service terminals are preferred by customers who seek to minimize social interaction, particularly introverted individuals. Research shows that self-service can reduce this social friction (National University of Singapore et al., 2021).

Survey responses further support this, with many participants highlighting the value of privacy and reduced interaction. In question 7, one respondent noted, "Not talking to anyone makes me feel comfortable," and others appreciated the autonomy to browse and make decisions without feeling rushed by employees or other customers. This sense of control aligns with findings from Unibe (2023), which identified that customers enjoy the pace and freedom offered by self-service systems.

Interviews with baristas also confirm that self-service terminals can cater to introverted customers or those in a hurry. One interviewee shared an example of a customer who avoided conversation, suggesting that self-service appeals to those seeking privacy and efficiency (Interview F). Another respondent noted that these terminals are well-suited for customers who prioritize speed or wish to avoid social contact (Interview E).

#### **4.4.3 The impact on customer desire for human interaction**

The need for human interaction is an important part of customer experience as it plays a role in building emotional connections (Rizvi & Popli, 2021). Customer preferences for self-service terminals and human interaction present a dilemma between convenience and emotional connection.

The survey demonstrates the importance of personal interaction. When asked to rate the quality of employee interaction on a scale of 1 to 10, the average score was 6.8, suggesting it is an important aspect of customer satisfaction. In addition, question 10 of the survey revealed that 58% of respondents cited the lack of human interaction as a major concern when using self-service terminals. A significant 55% of respondents also mentioned the absence of assistance as a negative impact.

The interviews also revealed differing perspectives on the role of human interaction in customer experience. Respondent A emphasized the importance of personal connection in the Starbucks experience, noting that customers highly value human interaction. Respondent C feared implementing self-service terminals would take away the cozy atmosphere of smaller, community-focused shops, which rely heavily on personalized service. Several respondents noted that customers, particularly elderly ones, visit coffee shops not just for the beverages but for the social engagement with baristas. This supports the "third place" concept, where coffee shops serve as communal spaces for socializing and relaxation (Oldenburg, 1989). Baristas also echoed concerns that the rise of automation could diminish these interactions, with one respondent describing the experience as "much colder" and noting that "the customer becomes a number."

#### **4.4.4 The impact on customer desire for personalized service**

Self-service terminals can present challenges when it comes to replicating the personalized service provided by baristas. The survey and interviews highlighted that many customers rely on staff to make personalized recommendations or adjust ingredients in their orders. The literature underscores the role of personalization in customer satisfaction, noting that while some customers appreciate the autonomy technology offers, many still value the expertise and personalized attention baristas provide (De Keyser et al., 2020). This finding aligns with the literature's argument that technology should enhance—not replace—personalized service (Susskind & Curry, 2019).

The survey results further support the idea that personalized service remains a key aspect of customer experience. In Question 7, respondents indicated that the lack of personalized service was a significant limitation of self-service terminals. Additionally, in Question 9, a clear majority (130 respondents) preferred employee interaction regarding personalized recommendations, as opposed to only 26 respondents who favored self-service terminals. This highlights that many customers value employees' personal touch. Question 10 further underscores this point, with 46% of respondents citing the lack of personalized service as a significant barrier to self-service terminals.

Interviews with baristas reveal similar concerns about the decline of personalized service with the introduction of self-service terminals. For example, Respondent C highlighted

that customers loved to be guided and feared that self-service terminals would detract from the ability to offer personalized recommendations and diminish.

#### **4.4.5 The impact on speed of service and efficiency in operations**

Speed of service is a key element of customer experience as it shapes customer satisfaction by reducing perceived waiting times(Djelassi et al., 2018).

Self-service terminals are increasingly seen as a solution for improving operational efficiency and service speed, especially in busy settings like coffee shops. These systems reduce errors and automate repetitive tasks, allowing baristas to focus on higher-value activities. However, some baristas have expressed concerns about job security and monotony, highlighting the need to balance efficiency with meaningful work.

The literature supports these benefits, with studies on McDonald's self-service kiosks showing improvements in order accuracy and operational efficiency, though the impact on time savings is mixed. Some customers may feel stressed by long lines, which can lead to smaller orders, but the kiosks help cashiers transition to roles like "guest experience leads"(Lee & Lu, 2023).

Survey data confirms that many customers prefer self-service terminals for speed and efficiency. Question 9 showed that 126 respondents favored self-service for speed, while only 29 preferred employee interaction. Respondents described the system as "quick" and "user-friendly," allowing them to avoid queues and make decisions at their own pace.

Interviews with baristas further emphasize the benefits of self-service terminals during peak hours. Respondents noted that the terminals could streamline the ordering process and improve service speed, enabling staff to focus on other tasks. However, they also stressed the importance of maintaining a balance between technology and personal interaction.

#### **4.4.6 The impact on perceptions of job changes and replacement**

Integrating self-service terminals in coffee shops has stimulated varied perspectives on potential job changes and displacement.

The literature suggests that self-service terminals typically lead to a shift in the barista's role rather than directly to job replacement. Automating tasks like taking orders and

processing payments allows baristas to concentrate on drink preparation and customer service. For example, studies highlight that automation in McDonald's has redistributed roles, enabling employees to emphasize customer interaction rather than being replaced by technology. However, concerns about job loss remain, particularly in smaller businesses where reductions in staff might not be offset by new or more complex responsibilities (Nilsson et al., 2021).

Survey and interview findings reveal mixed perceptions. In Question 10 of the survey, 50% of respondents expressed concern that self-service terminals could lead to job losses, underscoring a broader fear of automation's impact on employment. Interviews echoed these concerns, with several baristas emphasizing the importance of personal interaction in their roles. Respondent G warned that these systems might make baristas feel like "robots," stripping away the personal touch that defines their work.

Interestingly, customers are more concerned about potential job losses than baristas. Many baristas, particularly students or those who view their roles as temporary, indicated flexibility regarding their career paths and openness to adapting within the job market. Some baristas even suggested that self-service terminals could provide opportunities to reimagine workflows and improve operational efficiency. For example, Respondent D mentioned the potential for terminals to speed up ordering during busy periods, allowing staff to focus more on drink preparation.

#### **4.4.7 The adequacy for crowded or busy coffee shops**

The atmosphere of coffee shops is seen as a part of the customer experience that significantly influences customer engagement and satisfaction. Factors such as the store's ambiance, noise level, and crowding can affect how customers perceive the environment, with busy or overcrowded spaces potentially leading to negative experiences (Mohd-Ramly & Omar, 2017).

In larger, high-traffic coffee shops, self-service terminals appear to be an effective tool for managing peak hours and streamlining operations. Baristas in these environments, particularly those working in chain establishments, express a positive outlook on the use of self-service terminals to relieve staff, particularly during rush periods. This aligns with research highlighting how automation, such as self-service kiosks, can reduce perceived waiting times and enhance overall customer satisfaction by making ordering more efficient and less stressful for both customers and employees. (Lee & Lu, 2023)

Survey results reflect a similar perspective, as many respondents noted the utility of self-service terminals in crowded settings. One respondent mentioned that ordering through technology during high-traffic periods can help prevent human fatigue and minimize errors. Additionally, the survey highlighted that self-service terminals are more suitable for locations where speed and convenience are prioritized, such as airports or train stations, rather than smaller coffee shops where a personal connection with staff is valued.

The interviews show that self-service terminals are considered a valuable addition to busy coffee shops. Respondent B, who works in a student-oriented coffee shop, explained that the terminals would provide faster and more efficient service during peak times like midterms and finals. However, they also emphasized that these systems should serve as optional tools.

#### **4.4.8 The adequacy for large coffee shop chains**

The literature highlights McDonald's successful implementation of self-service technology, which improved order accuracy and enabled upselling. These benefits could translate to large coffee chains focused on operational efficiency (Yang, n.d).

Survey findings reflect this tension, with respondents noting the convenience of self-service terminals for quick transactions but expressing concerns about their impact on the ambiance. Interviews with baristas provide further insights: those from larger, busier shops viewed the technology as a way to manage peak times, while those from smaller, family-owned shops felt it could erode the personal connections customers value. Respondent G, for example, noted that such terminals align more with chain coffee shops prioritizing speed over community.

### **4.5 Description of the pain points**

Implementing self-service terminals presents significant challenges, highlighting a tension between efficiency and the traditional coffee shop experience. These systems often lack accessibility features, creating obstacles for elderly individuals and people with disabilities, which can lead to frustration and exclusion.

The reduction of human interaction risks transforming coffee shops into impersonal spaces, potentially excluding customers who value social engagement. Similarly, the

inability of self-service terminals to provide personalized services could leave many customers dissatisfied, as the experience feels colder compared to interactions with baristas.

Baristas themselves could face diminished roles, with fewer opportunities for creative engagement and growing concerns about job security due to automation. Local coffee shops, which thrive on personalized services and community-focused environments, are particularly at risk of losing their unique appeal by adopting standardized technology.

Survey results reveal a low openness to technology among customers in question 1, with an average rating of 4.4 out of 10, indicating limited receptiveness to self-service terminals.

These challenges underscore the trade-offs of self-service terminals, raising critical questions about their alignment with customer expectations and the broader impact on coffee shop culture. In order to address these pain points, recommendations will be addressed in the following section.

## **4.6 Recommendations**

The integration of self-service terminals in coffee shops offers the potential for enhancing operational efficiency and customer satisfaction, yet it requires a customer-centric approach that prioritizes the emotional, cognitive, and sensory dimensions of the customer experience (Krishna, 2011). As self-service technologies are implemented, it is essential to ensure that they go beyond increasing efficiency, but also enhance engagement and overall customer satisfaction. In this regard, self-service terminals should incorporate features allowing a more personalized experience. This recommendation is directly linked to the finding that many customers still prefer the personalized service offered by baristas, rather than the more impersonal nature of self-service terminals. The research reveals that customers value personalized recommendations and adjustments to their orders, highlighting the importance of incorporating features into self-service terminals that maintain a personalized touch, rather than solely focusing on efficiency. The recommendation suggests that self-service technology should be designed to complement, rather than replace, the human interaction that customers find essential to their satisfaction.

While self-service terminals can efficiently handle ordering during peak hours, maintaining human interaction remains crucial for certain customers. This recommendation stems from the finding that not all baristas believe self-service terminals would be suitable for all customer groups, particularly elderly individuals, who may struggle with the technology. While acknowledging concerns about accessibility, the positive impact of speed and efficiency provided by self-service terminals cannot be overlooked. Therefore, a hybrid service model, combining technology with human engagement, is recommended to accommodate a broader range of preferences. Customers who value speed and efficiency can opt for self-service, while baristas should still be visible and available for those seeking a more personal, human connection. This balance between technology and human touch ensures that customers feel valued and supported, and baristas can maintain their role in the customer experience.

To further enhance the self-service experience, coffee shops could introduce interactive features like AI-driven personalization and a "surprise me" button that recommends drinks based on past preferences or randomly suggests new combinations. Integrating loyalty programs could also offer personalized rewards and discounts, incentivizing repeat visits and fostering deeper customer relationships. These ideas address the finding that many customers value personalized service, which self-service terminals often fail to replicate. Survey and interview responses highlighted a strong preference for employee interactions and personalized recommendations, suggesting that such interactive features could help bridge the gap between technology and the personalized service many customers still seek.

Maintaining a human touch while implementing self-service systems is also essential for customer satisfaction. A recommendation would be an assisted self-checkout system where baristas can guide customers through the self-service process, provide assistance, and resolve any issues. This is particularly beneficial for elderly customers or those less familiar with technology, ensuring they still feel comfortable and valued while using the self-service terminals. This model allows businesses to maintain a personalized experience while improving the efficiency of their operations. This recommendation stems from the finding that many customers, particularly elderly ones, value human interaction in coffee shops, as revealed in both the survey and interviews. The survey showed that a significant portion of respondents, 58%, expressed concerns about the lack of human interaction when using self-service terminals, highlighting the importance of maintaining personal connections for customer satisfaction. The

suggested assisted self-checkout model aims to address this need by allowing baristas to guide customers, ensuring they feel both supported and valued while benefiting from the efficiency of self-service.

In addition to improving the customer experience, self-service terminal integration should also consider the impact on employee job satisfaction, particularly for baristas. This recommendation is directly linked to the finding that integrating self-service terminals can lead to varied perceptions regarding job changes and replacement. While some baristas express concerns about losing the personal aspect of their roles, others see it as an opportunity to focus more on customer interaction and higher-value tasks. To address concerns about job loss, businesses should offer opportunities for staff to upskill and transition into roles that focus more on customer interaction and higher-value tasks, such as drink customization and quality control. Baristas should also be trained to assist customers with the self-service process, ensuring their roles evolve rather than diminish. By redefining the barista's role and emphasizing customer service, businesses can maintain employee morale while implementing new technologies.

## Conclusion

This thesis examined the impact of self-service terminals on customer experience in coffee shops. The study revealed that customer perceptions of self-service terminals vary significantly across age groups, with younger customers favoring the speed and autonomy they offer, while older customers tend to prioritize face-to-face interaction. Interestingly, those aged 45-54 were more receptive to these technologies than younger groups, while older individuals, especially those over 55, expressed concerns about the lack of personal engagement.

The research found that self-service terminals particularly benefit customers seeking minimal interaction, such as introverted individuals or those in a rush. However, many customers still value the personal touch offered by baristas, with some expressing dissatisfaction with the impersonal nature of self-service terminals. Personalized service, often a key factor in customer satisfaction, was another area where these terminals fell short. While they enhanced operational efficiency, particularly in busy environments, they could not replicate the customized experience that baristas provide.

The study also highlighted concerns regarding job displacement, particularly among baristas. Despite this, the research indicated that self-service terminals are more likely to complement rather than replace human staff, offering operational efficiency without eliminating personal interaction. In establishments focusing on community and personal connections, such as smaller cafes, the balance between technology and human service is crucial to maintaining a positive customer experience.

In conclusion, while self-service terminals can improve efficiency and customer convenience, they still do not replace human interaction's value fully. The findings suggest that combining technology and personalized service makes a hybrid model most effective in meeting diverse customer preferences.

Limitations of this study include the sample size and geographical scope, which may limit the generalizability of the findings. Additionally, the study's cross-sectional design only captures customer perceptions at one point, limiting the ability to assess long-term effects.

Suggestions for future research include exploring the long-term impacts of self-service technology on customer loyalty and employee satisfaction. Further studies could also

investigate how different types of coffee shops, such as small, community-oriented cafes versus larger chains, influence customer experiences. Additionally, examining the effects of different technological features and advancements, such as AI integration, could provide further insights into how these systems shape customer interactions.

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## **Use of artificial intelligence-assisted tools**

In the context of this work, the author declares having used Artificial Intelligence-assisted tools for the following purposes:

- Improvements of form (spelling, syntax, reformulation, report structure)  
Mention of AI tools used: Quill Bot, ChatGPT, Transcribe ai, Zotero and Gemini.

## 5. Appendix 2 – Highlights of the interview

### 5.1 Respondent A

Respondent A shared their thoughts on the feasibility of self-service terminals at Starbucks locations within Target stores. They believed that implementing self-service terminals might not be necessary for their specific location due to the smaller customer volume and the emphasis on personal interaction. Respondent A stated that their customers valued the human connection and friendly interactions with staff, which are integral to the Starbucks experience.

They highlighted that Starbucks already offers online order pickup options, which cater to customers seeking a quicker, less interactive experience.

Respondent A mentioned that if self-service terminals were introduced, they could be beneficial for people who were foreigners and did not speak the local language. They noted that for customers in that situation, having the option of different languages would be a positive change. They added that this could reduce the need to hire employees who spoke multiple languages, which can be a significant cost for small businesses.

Respondent A added that downtime presented another challenge. They described it as "really boring" with "literally nothing to do", and staff had to "pretend ourselves are still busy" to maintain a productive appearance.

While acknowledging the modern appeal of self-service terminals, Respondent A expressed concerns about the potential loss of the cozy and welcoming atmosphere. They believed that such technology could detract from the warm and friendly vibe that Starbucks is known for, making it less appealing in settings like theirs.

### 5.2 Respondent B

Respondent B was enthusiastic about the potential benefits of self-service terminals, especially in a busy, student-oriented coffee shop like theirs. They believed that the terminals could help streamline the ordering process, reduce errors, and improve overall efficiency. Respondent B felt that the terminals would be particularly useful during peak times, such as midterms and finals, when the shop experienced high traffic.

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How do self-service terminals in coffee shops impact the customer experience?

However, they also emphasized the importance of maintaining a balance between technology and human interaction. Respondent B suggested that the terminals be positioned as an optional tool rather than a mandatory feature. This approach would allow customers who valued personal interaction to continue engaging with the staff while providing a faster, more efficient option for those in a hurry or already familiar with their orders.

Respondent B also highlighted the need to consider the placement of the terminals carefully, ensuring that they did not disrupt the shop's layout or create bottlenecks. They believed that integrating self-service technology thoughtfully could enhance the customer experience without compromising the shop's atmosphere.

A balanced approach, integrating technology without losing the human element, was seen as key.

### **5.3 Respondent C**

Respondent C expressed concerns about the potential impact of self-service terminals on the unique atmosphere of small, family-owned coffee shops. They believed that these terminals could detract from the personal touch and cozy ambiance that customers value in such settings. Respondent C highlighted the importance of face-to-face interactions, which allow staff to provide tailored recommendations and engage with customers on a more personal level.

They acknowledged that self-service terminals might be useful in larger coffee shops or chains where efficiency and speed are more critical. However, in their coffee shop, which prioritized sustainability and community, the technology could feel out of place.

Respondent C shared, "I would prefer for that money used to buy the machine my boss would pay someone else."

Respondent C shared, "One of the reasons I like my job is time goes fast because you talk to people. It would probably be sad for me and some customers. It's rare that I see someone who's not happy to chat with me. Even if it's short, people are usually responsive."

Respondent C shared that one challenge they faced was being the only barista on shift, which added to the difficulty of handling busy times, especially when large events. Respondent C said, "The challenges will be too much customer and not too much

worker." They said that they are forced to cut on task such as making nice latte art in busy times. Another challenge was dealing with dirty dishes behind, which could be frustrating since they were busy taking orders and could not always clean up immediately.

#### **5.4 Respondent D**

Respondent D acknowledged that the process could be improved with self-service terminals, especially during rush hours. They said, "It depends on the mission and value of the company. Starbucks, they value a lot the communication part, which is very important, but they started to do some things. For example, the mobile order app. The customer has QR codes and can order online now, basically."

He also shared:" But for me at least, or mostly of the barista, it would be very useful if there was a terminal there during rush hour, so people can order quickly, then we can put more people in the bar section, bar roll, bar position, so we can make the drinks faster." Respondent D also noted that if a terminal included an algorithm or AI that could suggest drinks based on previous orders, it could be helpful.

Respondent D shared that their two biggest challenges were managing high volumes of orders during busy periods and maintaining speed without compromising quality. He says that" You have a lot of things to do and you have to do it quickly. The quality goes down." Respondent D shared that during rush hours, the amount of contact with customers decreased: "I'm not going to lie. It's like the amount of contact is like less. You don't even have time to make eye contact sometimes." Respondent D also mentioned one of their current challenges: "It's like not a fixed hour. Sometimes you can have like 5 hours per week. Sometimes you do like 20 hours per week."

Respondent D also noted that communication can be difficult when serving tourists who do not speak English, particularly Spanish-speaking customers. They said, "it's going to take a lot of time to know what they want in general and there's going to be a long queue at the bottom. And that's bad."

#### **5.5 Respondent E**

Based on it's experience in the restaurant industry, Respondent E was open to the idea of implementing self-service terminals, particularly in high-traffic Starbucks locations.

They noted that such terminals could reduce wait times and streamline the ordering process, especially during peak hours. Respondent E believed that customers familiar with their orders would appreciate the convenience and speed of using a terminal.

However, Respondent E expressed concerns about the impact on customer interaction. They mentioned, “You have less contact with the baristas. It's much colder. The customer becomes a number. Since it would work as a ticket, I think it would be more organized, and less stressful for baristas. However, I would say. It's made for a chain. Not at all for traditional or local.” This highlighted their belief that while terminals could improve efficiency, they might reduce the personal and warm atmosphere that customers expect in a more traditional coffee shop setting.

## ***5.6 Respondent F***

Respondent F expressed skepticism about the use of self-service terminals in small, family-owned coffee shops like theirs. They believed that such technology might detract from the intimate and personalized service that their customers valued. Respondent F felt that customers at their shop came not just for the coffee but for the cozy atmosphere and personal interactions with the staff.

They acknowledged that self-service terminals could be useful in larger coffee shops or chains where speed and efficiency were more critical. However, they emphasized that in a small, community-focused business, the terminals could feel impersonal and disrupt the shop's vibe. Respondent F suggested that if implemented, the terminals should be optional and not mandatory, allowing customers to choose their preferred method of ordering.

They also highlighted that many customers came to the café not just for food or drink but for social interaction: “People come to make contact. Really. Like, especially some elderly people. They really want to talk to me. They're really happy that I'm here. You can see it. They just sit down, they eat, then they look at me. It's like the activity of their day.”

Respondent F also expressed that while some customers might appreciate self-service terminals, it could appeal to only a small target audience: “I think it might appeal to a very small group of customers who are introverted or are in a big hurry.” They added that self-

service could make ordering more precise and allow customers to make decisions independently.

Respondent F explained that customers often preferred guidance and appreciated suggestions, saying, “Clients like to be guided. They like to be told what to take. I've noticed. There's no client who doesn't like it when I suggest them things. I suggest things like best-sellers or customers favorites.”

Respondent F shared that there were several challenges they encountered in their work. They noted, “Since it's a small town, if you have a recurring client who has a bad attitude. It's a lot.” They also mentioned that it could be overwhelming to manage all the responsibilities as a single worker: “I work alone and sometimes it's a lot of work at the same time.”

## **5.7 Respondent G**

Respondent G worked at a local coffee shop called Boréal, known for its artisanal approach and strong community presence. When asked about implementing self-service terminals, Respondent G shared their opinion that it would not fit the nature of their shop: “So, I think that for Boréal, it's a bit useless. In the sense that we are not talking about an ultra-capitalist world chain like Starbucks, where you have a flow of people, which is super important.” They emphasized that Boréal's identity was built around the customer-to-customer relationship and the welcoming atmosphere, making it a poor fit for self-service technology.

Respondent G expressed that self-service terminals could make the barista feel like a robot, which goes against the nature of personal service. They pointed out that while technology could be useful, it could also strip away the human touch that makes small, local businesses unique: “Even if it can be very useful. But for small local companies, I don't think so. Not at all.”

Respondent G mentioned two main challenges related to their work. They noted, “I would say that it is a job that is still physical. I have colleagues with physical problems, for example, who can have back pain, joints too.” They also highlighted a mental challenge: “The relational level, it can impact you. People you are going to serve, who can be cold or rude, it can impact you mentally.”

## 6. Appendix 3 – Interview transcription

### 6.1 Respondent A

For the initial transcription of the interviews, the AI tool TurboScrib was used.

*Speaker 1: Respondent A*

*Speaker 2: Audrey Joly*

[Speaker 2] Hi, so my first question is, for how long have you worked as a barista and how did you get into the coffee sector? Sector? How did you get into this job, into the coffee industry and service? [Speaker 1] Well, technically I work here only a month, but I was on the payroll for a whole year. Well, I can't go back after a month because I have another job, so I go back like every other month or like once in a while, just work on one shift. [Speaker 2] Okay, good. And why did you get this job? Was it to get a side job? [Speaker 1] No, it was because I need income and target pays well and Starbucks sounds fun, so I applied. Well, that was the one of the opening that they have because I was wanting to do another position, but they didn't have the opportunity. It's the online shopping, like you shop for people in the store. [Speaker 2] Okay. [Speaker 1] But they don't have it because everyone wants to do that. They only have their bakery and Starbucks open. [Speaker 2] Okay. [Speaker 1] So I applied for that. So I did the bakery and Starbucks at the same time. Oh yeah, but I prefer Starbucks more. [Speaker 2] But the bakery, was it still part of Starbucks? [Speaker 1] No, it's a target bakery. [Speaker 2] Okay, okay. [Speaker 1] But I only worked there for a week and then I told them I only want to be scheduled at Starbucks. [Speaker 2] Okay, good. And what's the difference between working in a Starbucks that is in a target compared to a regular Starbucks? [Speaker 1] Your employer is different, so your benefits are also different because we're considered as target employees. So we can also get our benefits, we can get discount at target as well. But Starbucks, they are only considered as Starbucks employees, so they don't get discount at other grocery stores. But we can also get discount at Starbucks, but just not in the original Starbucks. [Speaker 2] Okay. [Speaker 1] We can get it at the target Starbucks too. And they're pretty much the same, but it's we're not, like our company kind of, it's still under Starbucks. And Starbucks, no, like Starbucks kind of oversees it, but they don't really, like they don't really, how do you call that? They're not like our boss. [Speaker 2] Okay. [Speaker 1] Because our is still a target. So Starbucks,

they will still come like every season or once in a while to make sure that we're feeding their standard. [Speaker 2] Okay. [Speaker 1] Because we're not the, how do you call that? We're the, you know, like there's some stores, they're by the original company and then some, like they only buy for the rights to produce, but we use franchise. Yeah. So sometimes like things from the original Starbucks, they have stock control from the original company. So they might be low on something, but everyone is low. So you, you, even you go to a different store, they don't have to have like some type of T and stocks is because they, the provider doesn't have it, but because target or like other, uh, other grocery store on Starbucks, we kind of purchased our stocks from Starbucks so we can in stock for ourselves. So it's not straight from the provider. So sometimes like if we look for some T and we will have it, but the Starbucks outside, they don't have it. [Speaker 2] Okay. And, uh, do the customer can expect the same, uh, drinks and the same service? [Speaker 1] Yes. [Speaker 2] Okay. Good. [Speaker 1] But they can, they will expect, but the Starbucks in target, their price is a little bit higher than outside. Okay. Okay. Just count by lower than airport kind of like that. So people, they come, they know it's a little bit expensive, but another things we cannot do online pick up. [Speaker 2] Okay. [Speaker 1] We don't get online orders. So some people, but at the same time we have less customer than the original Starbucks because original Starbucks, they have like drive-thru and stuff. So you can do online pickup and, but people cannot get through that here. Normally it's people who come to start shop at target or they work around or they just know like here it's there. I have, they don't, it's not that crowded. Yes. So they come, it's easier to get your coffee faster. [Speaker 2] Okay. Good. And, uh, my second question is, uh, can you briefly describe what was your role and the responsibilities you had? [Speaker 1] Uh, my position is just a barista. Yes. Uh, so we have to, it depends on the day, like if some weekends or like sometime it's more people than there might be two people on the shift. Uh, or sometimes just by yourself. Okay. So basically you will have to do everything. If we're normally I'm the one opening, I don't normally close. I only close it one or two times. Um, so when I open, there's like some things you need to get it done. If you're like opening and then things you have to finish or prepare for closing people, the shift, then if you're, so if I'm a sign and I'm opening ship, then I know I want me to do it. If I'm closing, I need to do, I know I need to clean these or I need to prepare stuff for tomorrow. So everyone's kind of doing the same thing. Um, and then basically, and then our things that we have to, uh, if we, we don't order things in stock, uh, we, we tell our manager and they will do it. Um, cause they can't go through the sales and they see like what they need. So, but for us, we just count, basically we grab things from the

freezer that, uh, we cannot see like, Oh, we're kind of predicting how many cells on like big pastry we will make in the next two days. Cause things seem to be foul for out like pastry. So we will grab the amount and then put it out. And then, uh, and then other things, just customer service, like making drinks and then clean, uh, and then make sure there's enough cops and like things, supplies that we need. But we also put things from the freezer to the shelf so they can use it for the next day. So basically we do everything. Yes. [Speaker 2] Okay, good. Yes.

[Speaker 1] I think a lot of people like it and they feel more friendly. [Speaker 2] Yeah. [Speaker 1] But if you see is a wrong name, they don't like it. [Speaker 2] Okay. [Speaker 1] Yeah. So a lot of time I don't even know, or I can't remember how to pronounce it. Cause there's some names are pretty special. Yes. So I know, and we don't have that many customers. So I know they would just say white mocha. [Speaker 2] Okay. [Speaker 1] Brown day. [Speaker 2] Yeah. Yeah. [Speaker 1] The person will pick it up. [Speaker 2] Okay. [Speaker 1] Or chai tea latte. And then people will know who ordered it. [Speaker 2] Yeah. Okay. Good. [Speaker 1] But if it's just one customer, sometimes they don't even write their name. [Speaker 2] Yeah. Okay. Thank you. And then, how is the process you told me, how does the process you told me about change when it's rush hour and that there is a lot of people, is there any compromise you do? [Speaker 1] So normally if it's just myself or even there's another person's helping me, I will do the, I'll take the order and I'll make the drink myself. Cause the other person probably is running in the back to do like stocks and stock stuff or grabbing out from the freezer with the next day to preparing for next day. So if it's not that busy, I will do it myself. But if it's in the rush hour, for example, there was like two or three people already in line. Then the person, one person is making the Yeah. And I will, I will, another person will focus on taking the order. [Speaker 2] Okay. [Speaker 1] And the person who takes the order kind of do the oven as well. But if the person taking order is to take, it's a kind of like too busy. Cause there's a lot of people lining up that a person was just focusing on the order and it will call for a backup. Normally we'll call the manager. [Speaker 2] Okay. [Speaker 1] Cause our manager works at Starbucks before. So she knows like all the recipe and stuff. And we will ask for a backup to see if she can come. And then, so she will come and she will handle the drinks as well. So there might be two people is making the drinks because in the summer, there's a lot of people ordering kind of like the slushy thing. It's called, what was that called? You know, like they put the ice and then things like they blended. [Speaker 2] Yeah. Yes. Yes. [Speaker 1] Yeah. Remember the name? [Speaker 2] I don't think I know. [Speaker 1] I know the name, but I can't remember. Anyway, a lot

of people order that, but we only have two machines. So they kind of, you have to wait for it and then to do it again. And you have to clean in between all of them. So normally one person will handle that drink session and the other person will handle the coffee session. That's how we separate. And then the third person do the order. And then when the order is all taken, then the person will start help, come help with the drinks. [Speaker 2] Yeah. Makes sense. [Speaker 1] Or like after they finish a drink, they give it away kind of like that. [Speaker 2] Okay. Good. And do you think you take less time when it's rush hour to speak with the customer and figure out what they want? Or is it the same, you think? [Speaker 1] I feel like it's the same. And it actually helped the people who make the drinks have more time because people have less patience after they order, I feel like. [Speaker 2] Yeah. [Speaker 1] They have more patience where they're in line to wait because they know it's not their turn yet. So they will be more patient. But if you take their order and then your drink is still not out yet, then they get less patient because they feel like, I've been waiting here for a long time. [Speaker 2] Yeah. I understand. [Speaker 1] So it kind of gives the people who make the drink a little bit more time to actually deal with the drink. [Speaker 2] Yeah. Okay. Good. The next question is, how did you handle when customers are taking a really long time looking at the menu and deciding before ordering? [Speaker 1] So it depends on if there's a line. If there's a line, there's just... Because a lot of kids will take a long time. They pick if they want applesauce, if they want cake, or if they want other things. Then I will just take their time because I'm not in a rush. There's no one behind. But if there's someone behind, a lot of time they will actually tell the person behind, so you can go for it first because they didn't order yet. Or if the person just really wants to look at the menu and they couldn't decide, they want to ask questions, I will answer them because we're still very focusing on the customer service because there's a standard service we kind of have to meet. Because people come to Starbucks, they pay quite a bit of money. They're expecting for a good service. So when I'm talking to this customer, I won't rush it. But if there's a huge line, I probably will ask the customer. If the customer is mine, I take the person behind first. Normally the person will be kind of like, yeah, go for it. And then they will look at the menu. But if they have any questions, I can still answer it after I take the next person's order. But if the next person is also still thinking, then I will just wait. [Speaker 2] Okay, makes sense. [Speaker 1] Yeah, so normally I just let them take their time, but same time to see if there's a line coming up. [Speaker 2] Yeah, okay. How did you handle a customization request? You kind of answered that, but when people are asking for other milk options and etc. [Speaker 1] Yeah, we will explain to them and then we just change it. There's some with

extra charge. [Speaker 2] Okay. [Speaker 1] We will tell them that was charged like 50 cents more and normally people, they're fine with it. [Speaker 2] Okay. [Speaker 1] Or sometimes we change it, but we don't charge them. Because we know our Starbucks are more expensive than the outside. [Speaker 2] Okay. [Speaker 1] But normally we need to. [Speaker 2] And how did you handle when the customers ask for suggestions and they are a bit lost on what they want? [Speaker 1] Normally I ask them what kind of drinks they're feeling like. If they're feeling hot drinks or cold drinks, especially if it's summertime. Because when I was working, it was during summer. So I asked them, do they feel like they want like refreshing drinks or they feel like they want some caffeine? [Speaker 2] Okay. [Speaker 1] So if they want like coffee, and then I will suggest them with like probably like shake and espresso. That is more like I know some people order the most. [Speaker 2] Yeah. [Speaker 1] Or a lot of people order pink drink, which is like coconut and strawberry. And a lot of people like that too. So I'll ask them, do they feel milk or they feel like just want a refresher? Because we also have like strawberry or acai refresher, kind of like that. It's kind of like a fruity water. [Speaker 2] Yeah. [Speaker 1] So it's very refreshing. Or if they want just like tea, we have also like that. So I normally ask them what kind of they're feeling. And then they describe, oh, I kind of want some coffee or I want something refreshing. Or I want, I don't know, like what you have. Then I was like, then this is what it's pretty famous right now. Or this is a new coming out. If they really have no idea. Or if like, sometimes they will give me, when I give some suggestion, they will give me some feedback. No, actually, I don't feel anything with coffee. Then I know, okay, then I can switch to another thing. [Speaker 2] Okay. Okay. [Speaker 1] Kind of like that. So you kind of have to know the manual. [Speaker 2] Yeah. You had a training before working? Or you are trained while you start? [Speaker 1] Yeah, we train when we start at the same time. [Speaker 2] Okay. Okay. Good. [Speaker 1] So at the training the first week, I think there's a couple session that I can try different coffee or thing because they ask me to practice. [Speaker 2] Yes. [Speaker 1] And then I will make some. And then the person who's teaching me, she say, I can try it. So I know what kind I'm making. And then when people ask me, but because I can't drink coffee, so I didn't try a lot. [Speaker 2] Yeah okay and how do you handle when customers are in a rush or [Speaker 1] eager to be served quickly if they're in a rush normally we will try to help them to make as fast as possible mm-hmm but if they're pretty in a rush and then for example they're asking for some things I need to there's already a line and they're still in a rush now that already have a customer a customer order ahead yeah so if they ask them when I'm taking your order do you mind wait for 10 minutes yeah and

then there's no I can't okay or they will be like oh sure I can do that or like some people some people it's like they they count they want to do like they don't we do like a very fast order in our location mm-hmm but some does or like they come in they don't have we don't have exactly the same thing yeah we will tell them there's a Starbucks very close by across the street it's the original Starbucks they have a drive-thru oh okay you can do you can do online pick up yeah if they they want to do that they can do that we'll give this suggestion but normally we will try to make to meet [Speaker 2] your certification yeah okay and the next part of my questions is about the self-service terminal so what I'm studying about and so the first question is what are your initial thoughts on the implementation of self-service terminal in your coffee shop do you think that [Speaker 1] will be feasible and yeah I think for location it's not very needed and just because we don't have that many needs with that and it kind of gives more interaction and more friendly vibes yeah actually have someone talking to the customer yeah and I think that's what Starbucks is more looking at if they want because we already have online pickup orders so a lot of people they can use an order ahead in their phone and then go pick up at the original Starbucks if they're actually in a rush and they don't want to talk to people they can just go through drive-thru or even pick up at the store yeah so when they come to Target I think they're more looking for interaction yeah like for our location I think that kind of the self-service terminal it looks more modern for sure I think it also takes away some like friendly contact yeah [Speaker 2] yeah okay good and and how do you think it if it was implemented how do you think it might impact the customer experience I think because Starbucks [Speaker 1] have so many things that you can customize or you just have a lot of questions with their name yeah sometimes like cookie rainbow so so I think there when there's like a person there it's really helpful because you can ask them like so what is in it yeah and what does it actually taste like yeah but when there's a machine you can't just only can order and so I think well if it's actually already planted in our our shop I think will only help with some people they already know their order what they're ordering but I think most of the time they will still prefer to come to the counter to question okay yeah yeah but for like other Starbucks location I think it might help them because they have very they have a lot of orders coming through in during the day but at the same time they already have the similar system which is order online yeah yeah they're walking in they actually are looking for [Speaker 2] some interaction yeah yeah and what concerns do you have regarding the introduction of self-service technology what do you think would be also the advantages so the concerns you may have and advantages you might see yes just in [Speaker 1] yeah in a coffee shop yeah the pros will be it's more

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efficient for sure it's if coffee shops very in a rush hour or like then it kind of like help the people can focus on making stuff but but kind of I feel like that also creates some con it's like when people ask a question and then there's no one at the counter yeah also busy the customer feel very left out yeah they're like they cannot find anyone to ask so if there is like if there's any like at least one person around the machine right now like just helping out people then that would even be helpful yes but that's kind of the same as like yeah yeah or then that can help like if there are any questions they can ask another pro is I think it's just it kind of saves times and therefore people who are very introvert or they they don't speak the language mm-hmm that if they have different language option on the machine that will help it yeah because I remember it's not in the coffee shop but I went to McDonald and then the person before me I think they're Russian mm-hmm so so they were speaking Russian and then they can pick the language it's Russian yeah and so for them they can be exactly what they want yeah so I thought oh if it's in a coffee shop for people at foreigner like that they don't speak the local language it will be more yeah but but at the same time because they they don't they don't speak the language they probably won't even ask either yeah so I think that's a that's definitely a pro for a different language and you don't have to hire someone like specifically speak multiple languages and then the con will be definitely at less friendly I feel like because the machine is pretty cold because there are a lot of people who like go to a coffee shop it's looking for like a good coffee and also like just some chat yeah it's like oh how's your day or just a friendly smile yeah it feels cozy yeah so the machine count takes that away yeah that's [Speaker 2] true the the space would have to be reorganized I guess yeah and and then [Speaker 1] another thing it's I feel like it will looks to because all people going to a coffee shop it's more for the cozy vibe mm-hmm and then the machine like like if it's like McDonnell or like KFC they're standing in the middle yeah it kind of like separate the whole area yeah yeah so so for people who just want to sit there and show there but there's a bunch of people in front of me lining up mm-hen it's all like count making some noise and I feel like when people they are talking to a cashier they count they don't talk as loud yes so when they're talking to their friend to a machine that's true and my last [Speaker 2] question is how do you think the integration of self-service terminal might affect the traditional barista role what would be the responsibility what that would be changed in the barista position [Speaker 1] I think I only can replace the position of the cashier mm-hmm because the self terminal machine cannot make coffee okay yeah but at the same time this is just another thing I probably thought even in the question but I thought about like because they're the self-terminal machine like for coffee shop

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probably a lot of them will switch it to like order ahead kind of like that online order yeah but it's safe in space like it don't create the crowds mm-hmm and it doesn't create like [Speaker 2] the noise either yeah yeah good point do you have anything else to add no thank well thank you so much for answering all my questions thank you so much and for your time I'll stop the recording

## **6.2 Respondent B**

For the initial transcription of the interviews, the AI tool TurboScrib was used.

*Speaker 1: Respondent B*

*Speaker 2: Audrey Joly*

[Speaker 2] And so, yeah, there is 20 questions. There is a section about how you worked as a barista, then about the customers you encountered, and then about the feasibility of the self-checkout terminals. [Speaker 1] Yeah. [Speaker 2] And you can answer as much as you want. Uh, if you need me to clarify, ask me, and, uh, yeah. Are you ready? [Speaker 1] Okay, I'm ready. [Speaker 2] And also, I won't put your name in my report. I will put you as, like, respond A, B, or C, or something like that. So, it's all anonymous. You can say whatever you want. [Speaker 1] Okay. No, it's fine. [Speaker 2] Okay, let's go. So, first question is, for how long have you worked as a barista, and how did you get into coffee and this business? [Speaker 1] So, I started working as a barista in 2019. So, that was, um, and I go for actually three to four years. I couldn't count, like, how many actual years that I've been with the coffee industry, but that was, um, three to four years. Um, at first, I was just started at a part-time job, just for the income, but, and then that was a very good start interview with my major, which is hospitality and tourism. Um, they do restaurant, coffee, and then all the hotel resorts. So, that was really good in my, uh, for my first resume. [Speaker 2] Yeah. [Speaker 1] Um, then I got into it, after one year. I liked the environment and how people are, um, in the industry, and I attend for one of the classes for the actual barista, and then got the professional training. Um, yeah, I did all of that. [Speaker 2] Wow. Good. Yeah. And so, um, did you work for one coffee shop in particular, or did you change? [Speaker 1] I changed. So, I worked two different coffee shops. The first one, but both of them were in school in the U.S. Okay. So, the first one was just the, um, a small personal coffee inside a canvas that we have, because that was a very big canvas. And then the second one, after, after one year, the COVID happened, and then I have to, well, yeah, I have to let go of the job to go back to my country. Um, then I quit after one year there, and then when I got back to the U.S. again, I got to the Starbucks coffee. [Speaker 2] Okay. Nice. [Speaker 1] Starbucks inside the school. Yeah. [Speaker 2] Okay. Good. And so, um, can you briefly describe what were your role and the responsibilities you had? [Speaker 1] Um, mostly my role is just making coffee, preparing food, and then I do some of the training for new people, and I have to

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clean out, and then I have to deal with the closing cashier, um, at the end of the shift. Yeah. [Speaker 2] Okay. And so, uh, did you also, uh, order from the customers? [Speaker 1] Yes, of course. Uh, yeah, I order, um, that's how it usually works with a coffee shop. You don't do online orders much. Um, they mostly, um, yeah, just personal, um, inter-reactor. [Speaker 2] Okay. [Speaker 1] You have to people, and then, um, make, take the order. [Speaker 2] Yeah. And, uh, how many people per shift usually? [Speaker 1] Usually, usually it's a lot of people per shift. That was a very big school, because, because both of them were inside school. [Speaker 2] Yeah. [Speaker 1] And both of them were very popular with students. I usually served around 1,000 to 3,000 people per day. [Speaker 2] Wow. [Speaker 1] It's depending on the day. [Speaker 2] Yeah. [Speaker 1] This was a very big school, so. [Speaker 2] Okay. And, uh, how many, uh, employees or baristas were there in the coffee shop usually? [Speaker 1] So, usually per shift, that would be have three people. [Speaker 2] Okay. And, and what were the different roles of these three people? [Speaker 1] So, uh, actually four people, account manager. We have one money, one, uh, supervisor and two baristas. [Speaker 2] Okay. Good. Um, my next, next question is, um, so, uh, what, uh, kind of coffee shops were there? Uh, was there a coffee chain, a family-owned, uh, own business or, uh, and what kind of neighborhood was it? You mentioned it was in, uh, a school. [Speaker 1] Yeah. So it was, uh, in the school. So one of the, the first one that I worked at was a family-owned. They rented the, uh, um, a spot at the cafeteria and then they do the coffee shop there. Okay. Which is a very cute, quiet coffee shop inside the school, but it will be a lot of people coming in during the break time to get a coffee. It's a very popular spot at our school. And then for the second one, uh, it was a Starbucks. So everyone knows what a Starbucks is. It's like a very big chain. Yeah. Yeah. Big brand, uh, yeah. Big brand with, uh, coffee is all over the world. Um, but that one is very busy and then it's located in the library on the floor. So most of the people coming there is when they have, um, they have to deal with a long hour at the library and then people pass by after class too. So yeah, mostly for students and professors. [Speaker 2] Okay. And, uh, for the record, what, which state was it? Um, the college? [Speaker 1] That was, that was Florida international university. [Speaker 2] Okay. [Speaker 1] They have 40,000 and more students per year. So there's a lot of people. [Speaker 2] Okay. Impressive. And, um, how would you describe what makes your coffee shop special? [Speaker 1] Um, to be honest, it was very good spot to get a, to open a coffee because it's inside of very, very big university. Basically everyone has to stop there to get a coffee for cash. There's no reason for them to not get there unless they don't like coffee. [Speaker 2] Yeah. [Speaker 1] So yeah,

there wasn't any, you know? Yeah. [Speaker 2] Good. And, uh, what were, uh, two challenges that you were facing while, while being a barista, the two biggest challenges you had? [Speaker 1] The challenges will be too many customers and not too many workers. Because with the amount of the, um, students that we have in that school, and then with the amount of the line up, usually if we have a line up that will be around 50 to 100 people actually line up just to get a coffee because it's a very big school, but it doesn't have much of the, uh, coffee shops or cafeterias or, you know, like something like that. Um, they basically, we basically have two Starbucks inside of school and two different small coffee shops. Um, but there wasn't enough for, for, for 40,000 people. So that was the biggest challenge. [Speaker 2] Challenge. And do you have a, another challenge that comes to your mind? [Speaker 1] Um, basically that was the, the most challenges because everyone was very nice. Um, there was no rude customer. [Speaker 2] Okay. [Speaker 1] Because we all couldn't and then we treat everyone nice. So yeah, with the much challenges, I said for too many customers and taking is a challenge too, because you cannot serve everyone at the same time. Uh, and each time to get the, and to serve the customer to get the order. [Speaker 2] Yeah. That person. Hmm. Yeah. Okay. So let's move on to the next section of my questions and it's all about the customers. So, uh, the first question is what are some, uh, common customer preferences or requests that you frequently encounter? [Speaker 1] Most, most, sorry. That was like a most common request for the customer. [Speaker 2] Yeah. So for example, special drinks or, uh, drinks to go or what were the most, uh, frequently asked order? [Speaker 1] The most frequently asked order was either cappuccino, the regular cappuccino or the latte or the frappuccino. Um, yes, which is, uh, which there is cold drink and hot drink. This will be depending on the season. If it's a summer, most of the drink that we have will be all cold, a cold drink. And then in the winter, it will be more popular with hot latte with our hot chocolate. They won't frap much anymore. Yeah. Good. [Speaker 2] Um, and so you said the main type of customer were students. Were there any other types like the teachers or workers? [Speaker 1] Yes, there will, there will be also, um, because, um, workers and professors and sometimes will be a family member from the, um, students, because sometimes we have like a visitor coming in school for first time inspection. So a lot of them is from family members of the student that just coming in with a school, they come in for a visit and then also for an interview with the school. Yeah, that's happened. [Speaker 2] Okay. Good. Um, and my next, next question is, uh, could you describe the process of a typical interaction with a customer from the moment they walk in to the moment they leave? [Speaker 1] So the first one is, uh, looking at them and then greeting

them with a smile. And then, uh, next will be asking for, how are you? And then asking to take their order and ask them their name. So to put it in the cup and then payment. Okay. And then last one will be giving them the drink. [Speaker 2] Okay. And were there, um, tables or area to sit or all the coffee were to take away to go? [Speaker 1] So they will be table to serve them. Um, so for the second one that we have, we have the whole library, um, sit in one big floor of the library just for them to sit. Um, so that was, yeah, to, it's most of them still grab and go, but a lot of them still just sit down and then have a coffee. [Speaker 2] Okay. Okay. And, um, uh, how is this process changed when there is rush hours? Is there steps that you compromised or you don't take as much time when there is less, uh, more people? [Speaker 1] Yes. Uh, when there's more people, we see, we stop, um, we cut a lot of time out that now for taking an order, we have rush, um, the customer. So the purpose of, uh, smiling and then asking how was your day or the interaction will be done. Because then at that time we were just like, what is your one order? And then payment. And then, then, then give them the coffee. There's one thing about like, hi, how are you? Um, and how may I help you today? Not something like that. We just go straight to the order and then give them the coffee. [Speaker 2] Okay. [Speaker 1] Good. [Speaker 2] Yeah. Um, and, uh, how did you handle when customers were taking a long time to decide, uh, before ordering? [Speaker 1] Usually we let them take time and then asking them if they need any recommendation, um, that, um, they can do a quicker decision and then we will let them know which one will be the best for the test or the question. Yeah. To get the, basically get a really good recommendation for them. [Speaker 2] Okay. [Speaker 1] Good. [Speaker 2] Yeah. And, um, how did you handle, uh, the customization requests? So for example, if a customer asked for a, another milk option or adding syrups or more shots of coffee, how did you handle that? [Speaker 1] Usually it's very easy because, uh, because, you know, startup, they have so many options to add on, especially in us. Um, it's, yeah, it's very easy. Um, yeah, just take down the order and then write on a cup and then, and then we have like the code for, um, for our, uh, for our staff to know what is the special request. For example, with the extra vanilla, we will just put, um, X and then one C like that. Or extra shot will be one and then S is one shot. Okay. Yeah. [Speaker 2] Good. Um, and, uh, how did you handle handle when, uh, customers were asking for suggestions? [Speaker 1] Um, um, well, most of our drink, because we service every day for, uh, basically eight hours with so many customer, um, we know all of the recommendation drink and we, we know what will the most popular drink that you get. Um, yes. And then usually we will ask them if they want a coffee or a frappe or anything that lighter or anything that without any coffee

to make the recommendation better. [Speaker 2] Okay. Nice. Thanks. And, uh, how, uh, did you handle when customers were in a rush and, uh, eager to be served quickly? [Speaker 1] So usually with that situation, unfortunately, they will have to wait because, um, we only able to rush all the drink and then get to them as soon as possible. Um, because everyone in the school will be in rush. Basically they will wait for their, for the drink between the class. So we have to make everything very quick. Usually each of the barista can do five drink per minute. Wow. So, um, yes, it's won't be a long wait. Um, unless that will be a lot of queue, but we usually do it very fast. [Speaker 2] Okay. [Speaker 1] Wow. Even that person in rush is still, will be alive. [Speaker 2] Okay. So now the next sections, uh, of my question is about, uh, the perception of selfservice terminals. So the machines that you can see like in fast foods, but would be implemented in coffee shops. And so, uh, my first question is what are your initial thoughts on the implementation of self-service terminals? Um, yeah. [Speaker 1] I feel like it's depending on the type of business that you are looking for at the coffee shop. For example, both of us, of the coffee shop that I was at, um, that will be a option, um, to help the employee with the wait line. And those would be the best way, um, to reduce the amount of the customer, uh, need to wait for taking order. Like if there is a rush hour, the line will be like, like up to 50 to 100 people. If, if there is more station, um, self check-in station to set up, that will be helped a lot with, um, the queue. So, but, um, still depend on the business and where is locate like that, that fits very well with something like Starbucks because, um, there's, there's not that much people working in Starbucks and then it's always, it's always like a very busy place. It doesn't matter where the Starbucks is located. It's always busy. Even here, in manly, you know, it's not that, yeah, it's not that popular, but it's still busy. So with something busy like that, that will be the best to put the, um, self-service, um, machine outside for the customer to order. But if you are preferring at the coffee that, um, people sit down to relax and chitchat for the morning, like most of the local coffee shop, then I don't think that will be the best thing to put in because like that will be lack of like human interaction. And then we, with those type of coffee shop, people want to go there and then get a chitchat with the barista and they know how to, how, how is their day going. And then I'll talk about stuff that, um, make the connection between human and human better. Yes. So with that, then that won't be necessary, but it's a very busy and then just making order like Starbucks and yes. [Speaker 2] Okay. Yeah. Nice. And, um, how do you think this may using the machines may impact the overall customer experience? [Speaker 1] Like I said, it's dependent on business. This could be a best way to reduce the complaint about the wait time. It could

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be a very negative effect when it's missing human interaction and or talk with the barista. Um, I think it's really, really dependent on what type of coffee shop you are. [Speaker 2] Yes. Makes sense. Um, and, um, you kind of answered to this one, but the question is, would you consider introducing it in your, in the location you worked at? Would it make sense? And you kind of answer. [Speaker 1] Yes. [Speaker 2] It's the best year is make sense. Yeah. And then, um, uh, the question is what concerns do you have regarding this introduction and, uh, what advantages you see you also kind kind of answered. [Speaker 1] Yeah. Everything already. [Speaker 2] Yeah. Yeah. And so my last question is, um, how do you think, uh, integrating the selfservice terminal might, uh, affect the, the role of the barista? How might his role and, uh, uh, responsibilities change? [Speaker 1] I think if you put that one in like most of the, um, fast food chain, like McDonald's, they don't do customer service anymore. I mean, they don't need to take in order. People just go to the machine and then get their order and then wait for a food that will be seen to, um, to a coffee shop. If that, if that introduced, because, um, they will just need to order and wait for the coffee to be ready and then just grab and go. So all the barista, which needs, uh, one need to do deal anything with about, um, taking order from customer anymore. They will skip that one and just go and make drink and then bring out the, uh, the coffee to the shop to the guest. Yeah. [Speaker 2] Yeah. Okay. Good. Thank you so much. Do you have any other suggestions or anything to add? Nah, that's it. Okay. That's all? Yeah, that's it. [Speaker 1] That was fresh. [Speaker 2] Yeah.

### **6.3 Respondent C**

For the initial transcription of the interviews, the AI tool TurboScrib was used.

*Speaker 1: Respondent C*

*Speaker 2: Audrey Joly*

[Speaker 2] So, the first section is about your professional background, then about the customers in your coffee shop and then it's more about the self-service machine that could be used, like the one you see in McDonald's where you order by yourself and so how it would be possible to implement this in coffee shops. So we can start. The first question is for how long have you been working as a barista and how did you get into coffee? Is it a passion? [Speaker 1] It's been three years now. I always liked coffee and when I moved here I wanted a small job and I had a friend who worked at this coffee shop and I thought it would be an easy way to get the job plus I knew some people working there so I started working there and I really liked it and realised that I liked doing coffee and customer service and being with people and so yeah. [Speaker 2] Good. And for the recording, where are you working? The area, the country? [Speaker 1] I work in the province of Quebec in Canada. It's a city called Sherbrooke and my place of work is called Becca's Bakery. [Speaker 2] Okay, nice. So, the second question is can you briefly describe your role and your responsibilities in the coffee shop? [Speaker 1] So, I'm a barista. That's the title. But because I've been working there three years, I also do the training for the new baristas. It's called barista train. I barista train the newcomers. So, I'm at the counter and I take care of every order and I'm usually always by myself. [Speaker 2] Okay. And so, in the cafe, how many people are there per shift usually? Just one? Customers? The employees, sorry. [Speaker 1] For now, because it's a small business, it's one worker. The boss is at the back baking but she's not a barista. If it was really bad, she might come help but usually it's just me. Except on Saturday lunch hour because Saturday lunch hour is busier and we don't have anyone doing dishes that day because most days I work, there's someone doing dishes. And so, on Saturday, we need an extra barista worker to catch up on dishes and stuff with the rush. Okay. [Speaker 2] My next question is, can you describe a bit your coffee shop? What kind of coffee shop do you work for? Is it a coffee chain, family owned? And can you also describe a bit the neighbourhood with the kind of customer you get? [Speaker 1] So, Sherbrooke is a student town. I think it's the, I don't want to say wrong, but it's one of the, in Quebec, the

town with the most students or something like that. So, it's a lot of students and then the people who live in Sherbrooke are usually families. So, it's a mix between students, families, and then some old people who, of course, love to get coffee. So, all year, I get a lot of, half of them almost is students, except in summer because most of them go home. [Speaker 2] Okay. [Speaker 1] Except if they're from Sherbrooke. The coffee shop itself is, has lots of light. There's big window, very colourful, pastel colours. That's a bit the theme. The question was neighbourhood. [Speaker 2] Yeah. And just, is it a family owned? Is it the only coffee shop under that brand? [Speaker 1] Yeah. So, it's the business owner. She's 28 years old and she just started the business by herself. Her parents help her a little bit with money and things like that, but it's really a small business. And there's no chain and that's why it's usually just one employee. She doesn't have big resources for now because she's paying out a loan that she made to start the coffee shop. [Speaker 2] Okay. So, it's really local. [Speaker 1] Yeah. And there's a very big school right next to the coffee shop. And so, they come. [Speaker 2] Nice. How would you describe what makes your coffee shop special? [Speaker 1] I would say what makes it different than the other coffee shops in Sherbrooke is that our coffee shop is the only one with the coffee that we sell in the area. So, we get coffee from a Korean company in Toronto. Okay. And it's very good coffee. They're expensive. People in Montreal might use it or other cities, but not in our area. And so, people come because they want to buy coffee bags there that they can't get somewhere else. Also, I would say, again, the light is a big thing because there's a very nice coffee shop next to ours called Farrow, but a very different vibe. Like, our coffee shop started selling plants recently. So, many plants everywhere. And the owner just bought old wooden chairs and repainted them yellow, blue, pink. So, it looks like a garden party almost. [Speaker 2] Wow. [Speaker 1] Very lively and happy. And I think families, they like that. When some coffee shops are more like hipster, moody, which is nice too, but my boss is a very happy person and likes happy colours. And so, it has a look that's different than most coffee shops. [Speaker 2] Okay. Nice. Can you tell me what are two challenges related to service that you are currently facing as a barista? [Speaker 1] I would say one of them is to be alone. I'm alone, which is also an advantage because I get more money. But today was very busy because there was a graduation at the school. So, there was a bunch of people in town visiting. I wish that on those days we were too, maybe, because it's very busy. Another challenge is, I don't know if that's a big challenge, but dishes. We have someone working to do dishes, but not every day. But even when she's just in the back cleaning, and when customers leave, they just leave their dishes. But I'm taking orders, so I don't have time

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to go and clean their table. Also, we have a bin to put the stuff, but the people don't see it because my boss hid it behind. So, only customers know, but most people who come, they don't see that they can bring their dishes anywhere. And so, then there's new customers and they come and they sit at a table full of dirty dishes. So, that's not very practical. I don't know if that's an issue. [Speaker 2] Yeah, it can be an issue. Good. No, it's really good. You answer well the questions. We can then move on to the section about customers. And the first question is, what are some common customer preferences or requests that you frequently encounter? It can be related to the type of drinks they want or other ideas. [Speaker 1] For sure, in summer, we get way more iced drinks. The most common drink we make is lattes. We always make lattes. Older people will sometimes ask that their cappuccino or latte is very hot. They're used to black coffee that is very hot or places like Starbucks that burn your milk because it's so hot. And so, coffee shops that are usually making higher quality coffee usually make the milk not as hot. So, make the hottest without burning it. But that's very common for older people that they want it really hot because they're used to drink burnt milk, burnt lattes. And then people like syrups a lot mostly. Well, in autumn too. In autumn, they like pumpkin and things like that. In summer, it's very common to make iced lattes with syrups and things like that. And I have a lot of people asking for straws, but we don't have any. [Speaker 2] Is there a specific reason why there is no straw? [Speaker 1] Probably, I wish we had some to stay because that doesn't cost. To go, you have to constantly give them away to stay. I guess my boss, she wants to be a bit more fancy. [Speaker 2] Oh, okay. [Speaker 1] At two, but maybe also a bit cheap because to go, she doesn't want to spend more money. We don't have cup holders. Sometimes, when I give hot coffee like Americanos or filter coffees, those are very hot. I have to put two. She doesn't want to buy cup holders. But in the end, I still have to use two cups. [Speaker 2] Okay, nice. My next question is, could you describe your customers? Maybe give me three usual types. For example, it could be depending on their age group or if there is moms or students, as you said. And what kind of drinks those customers usually order? [Speaker 1] I have some people that come almost every day. There's a guy, he comes almost every day and if not many times a week. He's a teacher at the university right next to it. He will always get a large latte and a scone. And our bakery works in a way that every season we change our scones. So there's four flavours. And in spring, it's not the same as summer. So he always, once he discovers which kind he likes, he always gets the same. And then when it's the next season, he gets a new one again. And so he always gets that. Or there's other people that always get the exact same drink too. And I don't, I just

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tell them the usual or I just type in their order and give them the machine because we know it's the same unless they tell me. I have one customer who's very nice. She comes a lot with her daughter. She always gets a flat white. And then we also have sometimes a mom and a daughter that come and it's like their weekly coffee. And they usually get the same thing. They might change their pastry, but most people get the same drinks. And if not, it is, you know, when there's people who like to just try drinks, but I would say most people who like coffee just get the same thing. [Speaker 2] Nice. And what do you think is the proportion of people staying to enjoy their coffee or taking it to go? [Speaker 1] I would say probably 70% is to stay. [Speaker 2] Okay. Good. Nice. And do people stay for a long time? Do some people work on their laptop or do working sessions? [Speaker 1] Students, they stay for hours because they're working on their laptop and they come back and reorder things during their time there. People who come for lunch, it's usually to stay. Mostly if it's a big order and it's more than one person, they always want to eat there. If it's people early in the morning, like some teachers, if they have a class, there's regular people I have that always take to go right before their class. So it's their coffee to go that they bring to school. But yeah, if people come for lunch, it's from 20 minutes to an hour and a half. It depends if they're connecting with friends or if they're just there for lunch. [Speaker 2] Okay. Nice. My next question is, could you describe the process of a typical interaction with a customer from the moment they walk in to the moment they leave? [Speaker 1] So when they come in, I acknowledge them. They say bonjour, hi, because it's a bilingual town. If I'm making drinks and there's a line or I'm like already serving someone, I will try to make eye contact. If they're talking, it's hard and I'll just let them talk. But if not, I'll try to make eye contact. And while I'm making a drink, I'll tell them, I'll be with you in a minute. And then once I take people's order, if it's for here, I tell them they can go sit down, that I will bring everything when it's ready. And if they want to go, I tell them that everything's going to be ready on this side. So they wait at the counter. And then I call out their drink and where they have. And then when they leave, I tell them to have a good day. I tell them bye. And then depending how much time I have, sometimes I make conversation, depending if the person appears friendly or not, if I know them or things like that. But generally, I have good conversation. If I'm taking a lunch order for a family, I always try to make jokes and talk with them. But if you're very busy, you can be nice, but you don't have as much time to take your time. [Speaker 2] Nice. And then they stay or they take it to go, the coffee. And then you have to clean after them. Yeah. [Speaker 1] And if they stay, whenever they leave, like an hour later, two hours later, when I see them go for the door, I say bye, have a good day. Nice. Great.

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[Speaker 2] Then how is that process change when there is rush hours? You kind of responded to that. But do you compromise on certain steps, like you don't take as much time? [Speaker 1] I would say yes, sometimes. It also depends sometimes if I'm feeling really nice and like the person I'm like, oh, what kind of milk do you want? But really, you don't ask certain things because or more like I'll ask them if they want a syrup in their drink. But usually you don't ask things like the milk, because if someone needs oat milk, they know it. But me, like syrup and stuff, if I have time, I want to offer fun things. Sometimes when I'm in a hurry, I just try to be efficient and say, is that all? Is that all so I can finish the order? Because sometimes people just think, you know, that their order is over and they won't try to pay. They're just taking their time. So I try to finish it. So, yeah, sometimes I might offer a bit less and same when I make because I make coffees and drinks. Sometimes I if I make a drink like a mocha, there's an easy way to make a mocha without latte art. And sometimes if I don't have time, I will make it in a different way. It will taste the same. It just might not be as pretty. And maybe sometimes if I make an avocado toast, I make really pretty slices. If I'm super, super busy, I'm going to just smash the avocado. That might be a difference. [Speaker 2] Nice. The next question is, how do you currently order? So how do you handle multiple situations? So the first one is, how do you currently handle customers taking a long time to decide before ordering? [Speaker 1] Like today, I had people who arrived and it didn't look like they were ready to order, but I had orders to make. So I asked them, are you ready to order? And if not quite or, you know, when they're honest that they're not ready, I say, I said, I told them today, OK, I'm going to keep doing what I'm doing so I can make other people's drinks, not waste my time. But I tell them, if you have any questions, let me know, because just standing, it would be the same. They would just ask questions, but I can answer questions when I'm making drinks. That's how I deal with that. Usually sometimes it's too late. I already go and they start to ask a bunch of questions. If I can see they're really not ready, then I'll tell them, OK, I'm going to give you a bit more time. But generally I speak faster, try to not give too many options or I will tell them, oh, this is really good. Just get the, you know. [Speaker 2] Offer suggestions. Nice. Next situation is how do you currently handle customisation requests, such as a request for other milks option, milk options or syrups, etc., or adding shots? Is it easy to customise what you are making? If it's not exactly on the menu. [Speaker 1] So if it's on the menu, like your syrups, you can put it as an option on the computer. So it's going to be on the receipt. Sometimes people will ask things like, oh, very hot or things that are not an option. So as soon as I print the receipt, I grab a pen and write it next to the order so that I don't forget. [Speaker 2] Nice.

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Next, we have how do you currently handle customers that ask for suggestions? Like if they have no clue what to order and they are like, what do you suggest for me to order? [Speaker 1] I usually just speak from my own experience. So if they ask me what the best is, I'll tell them my favourite. Plus, my favourite is not weird. It's pretty standard. If sometimes they don't know and they seem picky, I just tell them that lattes are good or for food, just ham and cheese. I'll just offer them things that are simple. I'll also answer on what most people order. So the order drink is a latte. So or if there's a smoothie that's more ordered than another one, I'll tell them, oh, this is the most popular one. And people like that. Yeah, good. [Speaker 2] And then next question, how do you currently handle customers in a rush or eager to be served quickly? [Speaker 1] Those people would usually be the people to go. So if I have, if I took two orders for here, and I know those people are sitting, chatting, and then there's one person who just has one thing to go. I usually do the thing to go first. The people for inside have been there for a little bit of time already. And I have someone to go, I might put their food in the grill. And then during this time, make the drink, but we try to do orders to go first. That doesn't mean on the order, other orders at the same time, but people to go are a priority. So I always write on the receipt, whether it's for here to go, because you don't consider it the same. [Speaker 2] Yeah. Okay, good. The next section is about self service terminal or self checkout machines. And hypothetically, how they can could be implemented. And so the first question is, what are your initial thoughts on the implementation of self service terminals in coffee shops? [Speaker 1] My coffee shop is a small coffee shop. So I think one of the things I would be afraid of is that bunch of people order. And then there's too many orders because that my job because I serve, I'll take as many orders as I can handle. [Speaker 2] Mm hmm. [Speaker 1] I think I wouldn't want the people to just start going to the machine. Yeah, yeah. The machine and then have bunch of orders and then the demand is higher than the what you can do at the moment. So maybe because my boss doesn't hire enough people. Another thing I would be afraid of is that it's not precise or it's wrong. Also, I have a lot of old people, so I don't know if they would understand. I think it's nice if there's both options always. I think it can also help at the same time because sometimes I have people waiting for a long time and they just wanted a latte. I think one thing that would be hard though is we bring the food to the customer when they stay in. I would be afraid that because it's all online or on the machine, I wouldn't know who got what. Yes. But I'm sure that can come with numbers. We'll have a number that could work, too. I think we're a small coffee shop. It's more about relationship and you remember your customer. So I guess it could become more challenging. But that's

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maybe just because we're like a small business. I think for other places like Starbucks or other that could be very helpful because they have lots of workers. It can make it a lot faster and for them maybe more precise because the person can put all the extra shots or whatever they want because every step is going to be asked. And maybe sometimes asked. I think for my kind of job, we wouldn't be probably ready for that. [Speaker 2] And it's also a big cost. I've researched a bit. It can go from like 4000 to 20000 euros per machine. So that would be a really big cost for local small businesses. [Speaker 1] I would prefer for that money she pays someone else. [Speaker 2] Yeah. Next question is, you kind of answered, but it's how do you think self-service terminals may impact the overall customer experience? If you have anything to add. [Speaker 1] Well, it also depends what you're looking for. I think old people, when they come to my coffee shop, because sometimes they come alone, they really love having the relationship. They love talking. They are alone all day. It's their only time of the day where they see someone. And other places like Starbucks, you know, that are more come and go in and out. They might prefer that because sometimes people don't want to talk to anyone. But like I said, I think my type of coffee shop is it would lose a bit something. I think it wouldn't be asked. One of the reasons I like my job is time goes fast because you talk to people. It would probably be sad for me and some customers, probably some would be happy because they just want to get their life and leave. But it's rare that I see someone who's not happy to chat with me. Even if it's short, people are usually responsive. [Speaker 2] Nice. Then we have the last question. How do you think the integration of self-service terminals might affect the traditional barista role? [Speaker 1] Well, kind of like I said, might make it less fun for me, less relational, maybe nice. And then if people have a special request and they do it on the machine and they have to come and like, yeah, say it. So is that does that answer the question? Yeah, it does. [Speaker 2] Yeah. Thank you very much. So is there an inspiration behind the coffee shop? Is it Canadian or something? [Speaker 1] So the owner lived in Australia for five years. So she based a lot of based on her experience there because coffee shops there have a different standard and quality people there who are baristas. They can't just be a barista. They have to get training before. If you don't have training, you can't just get a job as a barista. People there do a course if they want to be a barista. So that's why she trains all her baristas at a higher level than most places. And her drinks are true to the Australian menu. Like when we learn our drinks, it's only Australian recipes that she sends us and Australian names. And same for our food. It's called toasties. I think that's what the sandwiches were called when she lived in Sydney. In most places it was called toasties. So that is a bit confusing

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for people because they don't always know what that means. And I explain it, but it's because Australian names. We also serve lots of avocado toast. And I think that's typical of the Australian coffee shop and things like that. Yeah. [Speaker 2] Nice. And do you have anything that you want to add, suggest any new idea that we didn't mention?

## **6.4 Respondent D**

For the initial transcription of the interviews, the AI tool TurboScrib was used.

*Speaker 1: Respondent D*

*Speaker 2: Audrey Joly*

[Speaker 2] My questions in English. So, is it okay if we do it in English? [Speaker 1] Yeah. [Speaker 2] Because you're a bit bilingual. [Speaker 1] Yeah, it's a bit weird to speak with you in English. Yeah, of course, of course. [Speaker 2] Of course, of course. I speak English, yeah. Okay. Are you ready? [Speaker 1] Go ahead, I'm ready. [Speaker 2] Okay. So, the first question is, for how long have you been working as a barista or serving coffee? And how did you, how did you get your job? [Speaker 1] So, it's been, wait, what? Since October, so maybe eight months now. Eight months I've been working as a barista. And yeah, the main thing that I get a job is, like, putting my CV and my motivation letter online. So in Starbucks, you can't bring your CV and give it directly. [Speaker 2] Okay. [Speaker 1] You have to do it online. [Speaker 2] Okay. Yeah. Good. And do you have a passion for coffee or where does it come? Did you need a salary, so that's why you got this job? Or you like this industry? [Speaker 1] Well, to be honest, I did it for the money first, but I always wanted to try to become a barista because I find it cool. So, in like different countries, for example, in Asia, being a barista is considered like a very cool job. Like, you have to be very presentable, professional and artistic with your job, which is quite like my type of job as a part-time. So, it was my first, let's say, job that I applied. I prefer this than some like working job in an office, maybe administration. It's more fun, it's more active, but it depends also. In general. [Speaker 2] Okay, good. And my second question is, can you briefly describe your role and the responsibilities you have in Starbucks? [Speaker 1] So, as you know, I'm a barista. So, the main thing I do is either I do the open shift or the evening shift, or there's a middle. So, doing the opening shift is preparing basically the store, taking out the chairs and table for the terrace. Also, preparing all the ingredients in the morning, so making some hot chocolates. Not like the drink itself, but the syrup, preparing the syrup, preparing the toppings and everything. [Speaker 2] Also cleaning the store before it opens, making sure everything is ready and ready to go. [Speaker 1] Put some coffee beans in the coffee machine, checking everything is right. That's basically it for the open shift. And for the middle shift, we have three different job positions or roles in the store. So, you have

one cashier role, when you have to take into consideration all the clients, say hello, ask if you want other things to eat, give the receipt. It's called the POS, basically the POS position. The second is the barista position. So, this is more of the barista role, where you have to do the drinks, do it with good care, tell the name of the person and also give the drinks. And the last position we have as a barista is the lobby. We call it lobby. So, it's basically doing the dishes, making sure every client is satisfied with our drinks, asking them if everything is okay. Take off the dishes on their table, ask them if they want water or anything else. And yeah, those are the three main roles for the barista. [Speaker 2] Okay. And do you switch between the roles or you stick to one? [Speaker 1] So, it depends because there's baristas and shifts. So, shift supervisor is the one who decides which position you go. It depends. Some days it shifts every hour, the position. But some days, when shift doesn't tell anything, I can go in the barista position for the whole day or lobby position for the whole day or cashier position for the whole day. So, there isn't a specific schedule. The only specific schedule that they give you is either if you're opening barista or closed barista. [Speaker 2] Okay. Good. And did you receive training for this job? [Speaker 1] Yeah. I received this two weeks of training. [Speaker 2] Okay. [Speaker 1] So, there will always be someone who will guide you and everything. But the only thing I can say about training is like most of the people training you are not really like formed or trained to become a supervisor or someone to check on you. [Speaker 2] Yeah. [Speaker 1] So, some like supervisors are not kind of good and doesn't know how to teach people. And some are like taking their time and everything. Because I think it's very important for like people to take time to teach the barista so they can like end up pretty quickly. [Speaker 2] Yeah. [Speaker 1] That's the only problem that we have in Starbucks. It's like, yeah, supervisors are not paid to do formation training. [Speaker 2] Okay. Okay. My next question is what kind of coffee shop do you work for? And in which neighbourhood is it? And, yeah. [Speaker 1] So, I work for Starbucks. As I said in the beginning. And I don't know if you know the Langevin. It's like in front of the Mont Blanc bridge. [Speaker 2] Okay. [Speaker 1] So, there's the Ferris wheel and also the well-known flower clock. [Speaker 2] Yes. [Speaker 1] So, it's just in front of there. Just next to the expensive like brands such as Gucci, Versace and so on. [Speaker 2] Yeah. Okay. Good. And is it a big store? A big shop or? [Speaker 1] So, it's the second smallest shop in Geneva. Okay. Which is kind of, yeah, very small. Not a lot of place to study and everything. But the most interesting fact about this store is it is the number one store that has the biggest like turnover. [Speaker 2] Turnover? [Speaker 1] No, not turnover. Turnover is like people going away. [Speaker 2] Oh, yeah. [Speaker 1] Okay. [Speaker

2] There is both actually, I think. [Speaker 1] Yeah. So, let's say turnover maybe. [Speaker 2] Yeah. [Speaker 1] So, it's like it's the highest in all Swiss and Austria. [Speaker 2] Yeah. Okay. Wow. [Speaker 1] Impressive. It's the biggest turnover because there's a lot of like tourists going there. [Speaker 2] Yeah. [Speaker 1] And in the summer, it's very packed. [Speaker 2] Okay. [Speaker 1] Though it's a small Starbucks. [Speaker 2] Okay. And is there area to sit inside and outside? [Speaker 1] So, inside is very small. I would say there's like maybe 10 tables at best. [Speaker 2] Okay. [Speaker 1] And outside, we have like a big terrace like people can go. But the problem is like people don't go in the terrace when it's winter or fall season. [Speaker 2] Yeah. [Speaker 1] Yeah. [Speaker 2] Okay. Makes sense. My next question is how would you describe what makes your coffee shop special? [Speaker 1] Coffee shop special. Well, compared to other coffee shop, I guess Starbucks is the quantity of like because, you know, we have venti which is like very big size. [Speaker 2] It's like 5 decilitres which is enormous for a coffee. [Speaker 1] And also the speed of doing the drinks. Like if I go to different coffee shop, I went here in Geneva or even other countries. It's like the waiting time is like maybe 5 to 10 minutes. But in Starbucks in general, it's a very fast service compared to the others. [Speaker 2] Okay. Nice. And what are the two challenges that you are currently facing as a barista? [Speaker 1] I guess right now is I don't know if I can go too deep. It's like as a barista in Starbucks at least it's like not a fixed hour. So there's like sometimes you can have like 5 hours per week. Sometimes you do like 20 hours per week. There's no fixed hours. Also as a work of a barista is like the rush. When people like in the morning goes at 8 in the morning in the store. The problem is like there's a lot of people coming in. And we're like two people in the morning and it's like rush, rush, rush. So you're gonna have like a lot of drinks to do. You have a lot of things to do and you have to do it quick. The quality goes down. [Speaker 2] Okay. [Speaker 1] That's the main problem as a barista I think. Compared to other typical like coffee where you take your time. At least you know it's good quality. [Speaker 2] Okay. Good. The next section of my question is about the customers you have. And the first one is what are some common customer preferences or requests that you frequently encounter? [Speaker 1] Oh so it might sound a bit racist but it is what it is. This is my observation. [Speaker 2] Okay. [Speaker 1] So people from the let's say Middle East. Let's say Dubai, Turkey, Saudi Arabia, Abu Dhabi, so on and so on. Those people will always order the same which is white mocha. So white chocolate with coffee. And they think in Saudi Arabia is like people there tend to... They can order from the table compared to the Starbucks here that you have to go to the cashier first. [Speaker 2] Yes. [Speaker 1] So yeah that's

different. And now for Asian people the most ordered drink is Americano. So it's basically pure iced coffee without milk. It's like either hot or iced. It's just pure coffee. Okay. Pure coffee. Like 90% of the time when there's Chinese, Korean people, Japanese they will take Americano. [Speaker 2] Okay. [Speaker 1] For now let's say Caucasian. So I don't say but let's say white people. [Speaker 2] Yes. [Speaker 1] They are very diverse but most of them would take a special milk. Either soja milk or almond milk, oat milk, coconut milk. So they would never pick the standard milk option. [Speaker 2] Yeah. [Speaker 1] That's 80% of them. [Speaker 2] Okay. [Speaker 1] And they would also pick matcha which is a bit surprising which is I didn't expect that. And if we say like Western Europeans so it's Italian or Spanish or Portuguese they always take cappuccino. [Speaker 2] Okay. [Speaker 1] No matter what. Always cappuccino. [Speaker 2] Okay. [Speaker 1] Yeah. And yeah that's basically the observation I saw. [Speaker 2] Uh-huh. [Speaker 1] And also Asian people sometimes they tend to be very indecisive when ordering coffee. [Speaker 2] Okay. [Speaker 1] Yeah. [Speaker 2] Okay. [Speaker 1] They will always ask can I try cookies and cream frappuccino or the new drinks but at the end they will change it to Americano. [Speaker 2] Okay. [Speaker 1] That's what happens always. [Speaker 2] Okay. Yeah. Good. And can you so yeah you kind of described multiple types of customers but can you tell me more about it? Is it tourists? Do people come alone or they are with another person usually? Is there a lot of people taking to go or staying in the coffee shop for a bit? [Speaker 1] Okay. So by my observation when you're a tourist you're basically never alone. Always at least two people or a group of person you're never alone. Uh-huh. Because I never see a tourist alone. Like maybe one or twice a month but the everyday life I never saw tourists alone. And they would usually take away because tourists don't have time to stay in a cafe maybe. [Speaker 2] Uh-huh. Like the server coffee is very plain. [Speaker 1] So maybe if the coffee has something particular I don't know maybe a walking robot or like a well-designed interior maybe they would stay. I'm not sure of that but due to the fact that it is like a fast coffee making shop they don't stay it's always to go. [Speaker 2] Okay. [Speaker 1] For tourists. The only thing that people take in is when they order food most of the time. When they want to eat here for breakfast or snack or lunch. [Speaker 2] Okay. [Speaker 1] So they don't really take in. But let's say I saw the statistics so 80% of the orders are always to go. [Speaker 2] Okay. [Speaker 1] Either tourist or normal person. [Speaker 2] And do you have some workers too that are working in the area? Yeah. [Speaker 1] So in our workers working area they have a special benefits or benefits is that you have 10% off. So if you work at Bouch  r  re, Gucci, Chanel also and then

there's like others others like Apple also for example. Like near our store they have like 10% off for community. [Speaker 2] Okay. [Speaker 1] Yeah. [Speaker 2] And what would you say is the proportion of tourists in the customers you have? [Speaker 1] So our area is very particular so you can really compare it compared to let's say Starbucks, Plain Palais or Gare Cornavon. [Speaker 2] Yes. [Speaker 1] Or Mont Blanc. Because our area is like the most crowded area for the tourists. So I would say 70% to 80% are tourists. [Speaker 2] Okay. [Speaker 1] I would speak basically English almost every day. I speak more English in there than in school basically. [Speaker 2] Okay. [Speaker 1] Yeah. [Speaker 2] Interesting. My next question is can you describe the process of a typical interaction with a customer from the moment they walk in to the moment they leave? [Speaker 1] Okay. So it depends because the interaction with customers is like in general. [Speaker 2] Yes. [Speaker 1] Or because I have three positions. [Speaker 2] So maybe as a when you are facing the customer taking the orders. [Speaker 1] Okay. So taking the order, the most important part is saying hi, hello, welcome and greet them, like feel them that they are well welcomed. After that, ask them what they want. And if they don't know, like suggest them something. After that, after they chose a drink, you have to ask their name. So after they have their name, we can call them when it's finished. And then it is always important to say is it for here or to go because there's like a tax or TVA rule. [Speaker 2] Okay. [Speaker 1] And it's very important. You can never say it. You can never not say it. [Speaker 2] Yeah. [Speaker 1] Basically. And after that, we have to give the receipt. [Speaker 2] Okay. [Speaker 1] So if they don't want the receipt, it's fine. We can try that. But we always have to ask if they want the receipt or not. And then tell them that you can wait at the end of the bar. And then for the barista, you have to say their name, their drink and say goodbye, have a nice day in general to the customer. And for the lobby position, you have to always ask if everything is all right. Do you need something? Do you want some water? And like ask them if they can take away this like tray or plates for them. So yeah, that's what we do. That's how we interact with customers. [Speaker 2] Okay. Good. And next question is how is this process changed when there is rush hours? [Speaker 1] I'm not going to lie. It's like the amount of contact is like less. Okay. Yeah. So I guess the problem is like when there's rush hours, people, we don't say hi or how are you a lot. And at the end of the bar, you finish your drink, you just say the name. You don't even have time to say eye contact or something. [Speaker 2] Yeah. [Speaker 1] Which is complicated a bit. And yeah, there's a lot of rush hour in our store. So it happens like every day and quite often that we don't interact that much with a customer. Yeah. So but when there's no rush, we do the like

the process properly. [Speaker 2] Yeah. Okay. Makes sense. My next question is how do you handle when customers are taking a long time to decide? [Speaker 1] Well, if I'm frank, I cannot say anything to the customer because they are like the king, like of the customer is king. Like that's our model. But sometimes when there's a rush hours, like, oh my God, it's going to be very, very bad. Because when there's like people taking a lot of time choosing, it takes away the flow of the rotation of our services. [Speaker 2] Yeah. [Speaker 1] Which is quite bad. And after that, we sometimes we panic and we lose the rhythm. [Speaker 2] Yeah. Okay. [Speaker 1] Yeah. That's kind of bad when people take a lot of time. [Speaker 2] Okay. Do you try to ask questions to find out what they want? [Speaker 1] Yes. To be honest, that's not a problem. I guess the main problem why they take a lot of time is there's two solutions. Either you're very old and you don't know anything. [Speaker 2] Okay. [Speaker 1] And second is you're a tourist and you don't understand English. Okay. Or you can't communicate with them. So that's the big problem. For example, Spanish people don't usually speak English. So if they're going to speak Spanish with me, it's going to take a lot of time to know what they want in general, which is very, very hard to make it. People might take 10 minutes, 5 minutes, and there's going to be a long queue at the bottom. And that's bad. [Speaker 2] Okay. My next question is how do you currently handle customisation requests, such as people asking for other milk options or syrups? [Speaker 1] So in the cashier, we have a very well-designed structure of what syrup do you want, what kind of milk do you want, if you want it very hot, cold, do you want it light ice, if you want the milk with no foam, light foam. So there's a different type of, let's say, structure in our cashier system, in a POS system, which makes it very easy to choose what they want. For example, a decaf big vanilla Lexus Sri Latte. So you just click the type of espresso, you click the drinks you want, you click the syrup. So there's different layers here, you click and it opens a menu. [Speaker 2] Yeah. [Speaker 1] It's very quick. So at first it's hard, but you get used to it by a week. [Speaker 2] Okay, good. [Speaker 1] Yeah. [Speaker 2] How do you handle when customers ask for suggestions? [Speaker 1] So it's, well, it's very easy. So first is, do you want coffee or no coffee in your drink? After that I add, do you want it cold or hot? Do you want some milk or no milk? And then when I go to various elimination process, I propose three or four options that goes with your taste. [Speaker 2] Yeah, okay. Nice. And how do you handle when customers are in a rush or eager to be served quickly? [Speaker 1] Well, there's nothing we can do about that, because if people order beforehand, we have to take them first. There's no special treatment in that. We have to go really to the extreme to do it. For example, if some people have maybe a flight or

maybe an interview, but people who's going to be late for their work, we're not going to bother doing quickly for them because people went early, went there. So if you went early there, then you did a good job for not being late. [Speaker 2] Yeah. [Speaker 1] Yeah. [Speaker 2] Okay, good. My next questions are about self-service terminals. So it would be like the machine you have at McDonald's or in fast foods to order and to see how it would be possible to implement them in coffee shops. So the first question is, what are your initial thoughts on the implementation of selfservice terminal in a coffee shop? [Speaker 1] So that's a very hard question because it depends on the mission and value of the company. Starbucks, they value a lot the communication part, which is very important, but they started to do some things. For example, the mobile order app, I don't know if you know, it's basically McDonald's. You have your QR codes and everything, but you can order online now, basically. We don't have contact, but we want to initiate the communication part. But for me at least, or mostly of the barista, it would be very useful if there was a terminal there during rush hour, so people can order quickly, then we can put more people in the bar section, bar roll, bar position, so we can make the drinks faster. But in general, yeah, it would be best to communicate. [Speaker 2] Okay. [Speaker 1] I think that's the main problem with the terminal, because if you start implementing terminal, people will go all ways for that instead of going to cashier. [Speaker 2] Yeah. [Speaker 1] But for me as a barista, I would prefer terminal. [Speaker 2] Okay. And how do you think this might impact the overall customer experience? [Speaker 1] So it depends, I guess, for the customers. So if you want to be like welcome and everything, I guess terminal isn't the best solution, but if you're in a rush or you want to order quick and you don't want to talk to people and you don't want to do the line, then terminal is the ideal solution. Because I guess at the end of the day, you can still talk to people when you serve their coffee. Yeah. For example, they order online terminal and everything, and they say, oh, here's your coffee, have a nice day. [Speaker 2] Yeah. I think. Okay. [Speaker 1] But the problem with the terminal, it takes away the suggestion part, like if people don't know what they want, Yeah. they don't have options and everything. [Speaker 2] Yeah. Makes sense. Anything to add on that? [Speaker 1] Well, if, for example, your terminal has like, for example, if they have their own app, they have their own algorithm and everything, they can provide something that suits their taste, for example. Yeah. Suppose they order every time, like Latte Macchiato and everything, and one day you don't know what to order in the suggestion, I guess with the algorithm of the terminals or AI, I don't know, it can like propose you like similar tastes or something that suits your coffee. Like your usual coffee. [Speaker 2] Yeah. It would be interesting. And

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do you think your coffee shop could consider introducing those machines? [Speaker 1] My coffee shop? So for the worker, at least, yes, they want it. But for a company, I can't tell for the company itself. [Speaker 2] Yeah. [Speaker 1] Because the mission statements of the company is like, for every drinks we serve, there's a connexion, basically. [Speaker 2] Yes. [Speaker 1] That's the model of Starbucks. So if we can add those terminals while keeping also the communication part, then yes, most likely it will happen one day or another. Like everything is changing very quickly. Like before, if I can add, of course, we were writing the name and drinks on the cup. Now everything is automated. At first, people were against it and everything, but the transition was very quick and very natural. [Speaker 2] Yeah. [Speaker 1] So at the end, it didn't even matter. The transition, even though that was the charm of Starbucks, the writing the name and everything, putting a smiley on the cup. [Speaker 2] Yeah. [Speaker 1] It was a culture at first, but now they completely take it away. Like it was maybe three, four months ago. [Speaker 2] Okay. So now it's a sticker? [Speaker 1] Sticker, yeah. [Speaker 2] Okay. [Speaker 1] It's not writing anymore. Yeah. So that was really the value of Starbucks, like having those. But now they take it away and make it like digitalised. So it was like the best way for them to collect data so people know what they take or drinks. So I guess machine terminal for the company might be a good idea also so they can collect data on it and see what is the best selling points. And also it's more faster. So at least for a fast coffee shop like Starbucks, it can be very beneficial. [Speaker 2] Okay. And my last question you kind of answered is what are your concerns and the advantages you see in introducing this machine? [Speaker 1] Okay. So if I go more in detail about it, so the benefits of implementing it is so I'm going to divide it in two parts. For the barista, it is way more convenient. You put your focus on making the drinks only and maybe interacting at the end when serving the drinks or the beverage. Very good. It is also less time-consuming. The process is more faster. And the downside about it is maybe they will hire less people because they won't maybe open a lot of cashier at the time. But it can be repositioned. For example, you take care of the food section when they order food so they can have a new role basically. Or maybe you can be in front of the machines. Barista, it is way more convenient. You put your focus on making the drinks only and maybe interacting at the end when serving the drinks or the beverage. Very good. It is also less time consuming. The process is more faster. And the downside about it is, yeah, maybe they will hire less people because they won't maybe open a lot of cashier at the time. But it can be repositioned. For example, you take care of the food section when they order food so they can have a new role basically. Or maybe you can be in

front of the machines, terminal machines, and then guide people. So that can be another position or role. And for the company, they lose their value statement, but that happened like three months before. And the advantage is, it is more quicker for them. They collect more data also for them to analyze the customer's behavior basically. And the quality of the service is way faster also. That's the benefits. [Speaker 2] Okay, nice. And my last question is, how do you think the integration of those terminals might affect the traditional role of the barista? [Speaker 1] Not that much, I would be honest. The role of the barista is like making the coffee, making the beverage in general. Yes, of course, you have to go to the POS and take the command of others. But that's not really a barista typical job to do. So yeah, a barista, maybe if you don't interact with them, you can just go up with them and ask if everything is fine or anything. But I don't think it would change that much, to be honest. Because the job of a barista is to make beverages. [Speaker 2] Okay, yeah. [Speaker 1] Mostly, like most of the time is to make that. [Speaker 2] Yeah, good. [Speaker 1] So I don't think it could change anything. [Speaker 2] Okay, well, thank you very much. [Speaker 1] Of course, no problem.

## 6.5 **Respondent E**

For the initial transcription of the interviews, the AI tool TurboScrib was used.

*Speaker 1: Respondent E*

*Speaker 2: Audrey Joly*

This respondent is French-speaker and the interview was conducted in French. Initially, translations were performed using the DeepL Translator tool. ([www.deepl.com/translator](http://www.deepl.com/translator)).

French	English
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<p>[Speaker 2] Ok, donc ma première question, c'est depuis combien de temps t'as fait ton travail là-bas, dans ce restaurant, et est-ce que t'as été attirée par le nom du café, ou la restauration, le service, ou c'était que t'avais besoin d'argent à ce moment-là, ou comment t'es arrivée dans ce métier ? [Speaker 1] Ok, donc dans le sud de la France, j'ai fait directement après l'apprentissage, pour l'été, donc juin, juillet, août, septembre, et là ça va être le troisième été que je fais, donc trois fois, trois étés, j'ai fait ça trois étés, et restaurant que j'ai fait à Annecy, j'ai fait sept mois, à temps partiel, après j'ai toujours aimé la restauration, j'ai toujours voulu faire, pour les clients, pour l'ambiance, pour l'expérience, donc voilà. Très clair, tu me dis ! Et c'était quoi ton rôle dans les deux cas ? C'était runneuse, donc j'avais mon chef de rang, qui prenait les commandes, moi j'étais chargée de faire le lien entre cuisine, bar, client, donc j'apportais, je débarrassais, parfois j'aidais pour les commandes, mais c'était pas mon rôle principal, dans les deux restaurants. Après si les clients avaient problème, etc, ils pouvaient toujours venir me voir, etc. Et est-ce que tu étais responsable d'une partie du restaurant, une section ? Oui, dans le sud, oui, une partie du restaurant, un carré, avec mon chef de rang, à Annecy, c'était plus, j'étais vraiment dédiée, soit j'apportais les plats,</p>	<p>[Speaker 1] Okay, so my first question is, how long have you been working there, in this restaurant? And were you attracted by the name of the café, or the restaurant, the service, or was it that you needed money at that time, or how did you get into this job? Okay, so, in the south of France, I did it right after my apprenticeship, for the summer, so June, July, August, September, and this is going to be my third summer. Okay. So three times, three summers. I did that three summers, and the restaurant that I did in Annecy, I did seven months. Okay. Part-time. Okay. So, after that, I always liked the restaurant, I always wanted to do it, for the customers, for the atmosphere, for the experience. So, that's it. Excellent. That's it. Great. Very clear. You tell me. Yes. And what was your role in both cases? It was runner. It was your responsibilities. Yes, it was runner. So, I had my chef, who took the orders. I was in charge of making the connection between kitchen, bar, customer. Okay. So, I brought, I cleared, sometimes I helped with the orders, but that wasn't my main role, in both restaurants. Okay. After that, if the customers had problems, etc., they could always come to see me, etc. Okay. And were you responsible for a part of the restaurant, or a section of the customers? Yes, in the south. Yes, a part of the restaurant, a section. Okay. With my chef.</p>
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<p>je débarrassais, soit j'apportais les boissons, je débarrassais, dans tout le restaurant, donc un système un peu différent. Et quel type, tu peux me développer un petit peu plus sur le type de restaurant que c'était ? C'était quoi la type de clientèle en général ? Ouais, dans le sud, c'est un restaurant de plage, donc c'est plage privée, restauration seulement le midi, avec les petits-déjeuners le matin et les apéros le soir, mais pas de restauration le soir. Les clients, c'est beaucoup d'étrangers, des vacanciers, beaucoup d'anglais, hollandais, beaucoup de français, suisses, donc très ambiance vacances, typiquement ils prenaient le temps, ils regardaient pas trop les prix, c'était vraiment pour profiter, alors qu'à Annecy, c'était beaucoup plus, ouais, comment on dit, jeune actif, où ils travaillaient le midi, donc fallait que ça aille beaucoup plus vite, c'était des beaucoup plus petits groupes, et le soir par contre, c'était des gros groupes les weekends, qui fêtaient, etc. C'était un peu deux ambiances différentes. Ils avaient moins le temps, un peu moins décontractés, tu vois ? Donc j'ai fait un peu les deux. Et à Annecy, c'était plus des locaux que des touristes ? Vu que j'ai travaillé d'octobre à avril, c'était pas la période la plus touristique à Annecy, donc c'était beaucoup de locaux. Midi, c'était que dans des entreprises qui mangeaient midi, voilà. Donc beaucoup de tables de</p>	<p>In Annecy, it was more, I was really dedicated. Either I brought the dishes, I cleared, or I brought the drinks, I cleared. Okay. In the whole restaurant. Okay. So, a slightly different system. [Speaker 2] Okay, okay. [Speaker 1] And what type, can you tell me a little more about the type of restaurant it was? Yes. What was the type of customer, in general? Yes, in the south, it's a beach restaurant, so it's private beach, restaurant only at noon, with breakfast in the morning, and aperitifs in the evening. But no restaurant in the evening. [Speaker 2] Okay. [Speaker 1] The customers are a lot of foreigners, holidaymakers, a lot of English, Dutch, a lot of French, Swiss. So, very holiday atmosphere. Typically, they took their time, they didn't keep the prices too much. Okay. It was really to enjoy. Whereas in Annecy, it was a lot more, how do you say, young, active, where they worked at noon, so it had to go a lot faster. It was a lot smaller groups. And in the evening, on the other hand, it was big groups on the weekends, who celebrated, etc. It was a bit of two different atmospheres. Okay. They had less time, a little less relaxed. You see? Okay, yeah. So, it was a bit of both. And in Annecy, it was more locals than tourists? Since I worked from October to April, it wasn't the most touristy period in Annecy, so it was a lot of locals. Okay. At noon, it was only companies that ate at noon. [Speaker 2]</p>
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<p>deux. Tu vois, par exemple, ils prenaient jamais trop de desserts ou pas trop de boissons, ça allait vite, plat du jour. Et le soir, plus des groupes pour fêter des anniversaires, etc. Et c'était quoi la carte en général, les commandes les plus classiques, disons ? Dans le sud, c'était des trucs froids. Tartare de thon, tartare de saumon, des salades, beaucoup de trucs froids, assez légers. À Annecy, c'était plus de la viande, côte de boeuf, un peu plus élaborée, un peu plus cuisine traditionnelle. Voilà, le bar était beaucoup plus... Enfin, les cocktails à Annecy étaient beaucoup plus travaillés, les cafés étaient meilleurs. Dans le sud, c'était un peu plus simple. Ok, d'accord. Voilà. Et c'était... Comment est-ce que tu décrirais ce qui fait qu'il était spécial, ce restaurant ? Dans le sud, je pense, c'est le cadre, l'équipe. On sentait qu'il y avait une bonne cohésion dans l'équipe, du coup, ça se présentait vachement sur les clients. J'ai remarqué que les clients regardent beaucoup le personnel. Et quand le personnel est assez détendu, même en période où il y a beaucoup de monde, les clients sont détendus. Donc je pense que c'est ça qui nous différencie. On connaissait les clients, c'est des gens qui viennent d'une année à une autre, donc tu les connais déjà, c'est une approche différente. Et à Annecy, je pense que c'était plus la continuité. Tu savais que tu n'allais pas avoir une équipe où tu ne sais</p>	<p>Yes. [Speaker 1] So, a lot of double tables. You see, for example, they never took too many desserts or too many drinks. [Speaker 2] Okay. [Speaker 1] It went fast, full house. Yes. And in the evening, more groups to celebrate anniversaries, etc. Okay, okay. And what was the menu in general, the most classic orders, let's say? It was, in the south, it was cold stuff, tuna tartare, tuna tartare, salmon tartare, salads. A lot of cold stuff, quite light. In Annecy, it was more meat, beef ribs, a little more elaborate, a little more traditional cuisine. The bar was much more... Well, the cocktails in Annecy were much more elaborate, the coffees were better. In the south, it was a little simpler. Okay, okay. That's it. And it was... Wait, I'm sorry. How would you describe what made this restaurant special? In the south, I think it's the setting, the team. We tried, we felt that there was a good cohesion in the team. So, it really felt like the customers. I noticed that customers look at the staff a lot. And when the staff is quite relaxed, even in times when there are a lot of people, the customers are relaxed. So I think that's what differentiated us. We knew the customers, they are people who come from one year to another. So you already know them, it's a different approach. In Annecy, I think it was more about continuity. You knew that... It was stable. You weren't going to have a team</p>
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<p>pas trop comment ça va gérer. Les commandes étaient toujours bien prises, c'était toujours propre, la nourriture était toujours au même niveau. Peu importe le chef, le cocktail pareil. Je pense que c'est ça les deux atouts. Ça va, ça t'aide ? Oui. Ensuite, c'est un peu plus sur les clients. La prochaine question, c'est est-ce que tu pourrais décrire trois clients habituels qui venaient ? Et s'ils venaient avec, justement tu disais certains, ils étaient plutôt accompagnés à deux ou en groupe. Quel tranche c'était à peu près ? Et puis la fréquence, ils revenaient. Tu veux quel resto ? Parce que dans le sud, des couples âgés, beaucoup de retraités, période juin, septembre, qui reviennent chaque année, plusieurs fois dans l'année, parce que généralement ils ont des apparts ou tu vois ce que je veux dire ? Donc ils reviennent régulièrement. Une maison secondaire. Voilà, exactement. Vu que c'est des personnes âgées, on est dans le sud, la France, ils consomment bien. Donc typiquement, c'est des bouteilles régulièrement, ils prennent des bons plats, ils prennent des desserts, ils prennent des cafés. Ils ont le temps et ils lâchent beaucoup de tips. Ça c'est des clients assez généraux. Sinon, on a les familles, plus suis-out, plus anglais, hollandais, qui prennent, où ils ont moins la tradition, on va dire, prennent plus des bières par exemple, des plats plus simples. Ça c'est des clients typiques, ils</p>	<p>where you don't really know how it's going to work. The orders were always well taken, it was always clean. The food was always at the same level. No matter the chef, the cocktail was the same. I think those are the two... Advantages. Excellent. How's your head? Yes. Then, it's a little more about the customers. The next question is... Could you describe three regular customers who came? And if they came with... You were saying that some of them came with two people or in a group. What was the age range? And then the frequency they came back. Which restaurant do you want? I can do both. Because in the south... Old couples, a lot of retirees, June-September period. They come back every year, several times a year. Because they usually have apartments or... Do you know what I mean? So they come back regularly. A secondary house. [Speaker 2] Exactly. [Speaker 1] Since they are elderly people, we are in the south, France, they consume well. Typically, it's bottles regularly. They take good dishes, they take desserts, they take coffees. They have time. And they leave a lot of tips. These are quite general customers. Otherwise, we have the families. In addition to Jewish, English, Dutch. They take... They have less tradition, let's say. They take more beers, for example. Simpler dishes. These are typical customers who are always very nice. And</p>
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<p>sont toujours très gentils. Et sinon, ouais, c'est les clients principaux. Je veux dire des familles, des familles jeunes, les enfants petits. Et voilà. Et à Annecy, c'était plus clients typiques, c'était midi, en semaine, c'était un couple, des collègues, qui venaient de midi à une heure, environ une heure, qui prenaient le plat du jour, un verre de vin et basta. Ça c'était vraiment le... qui sont plus à pas trop tchatcher avec les serveurs, qui sont là pour discuter du travail et qui portent. Voilà. Trois trimes de clients. Est-ce que tu pourrais me décrire le déroulement d'une interaction avec un client, du moment où il vient dans le restaurant jusqu'au moment où il part ? Alors, dans le sud, c'est... Alors pour les deux, c'était réservation. Toujours mieux réservation. On essayait de s'organiser, ceux qui n'avaient pas de réservation, mais c'est toujours mieux. Donc ils l'emprunt, bienvenue, machin. On prend le nom, réservation, on lui propose la table. Si c'est des bons clients et qu'ils sont pas contents avec la table, on essaye de s'arranger pour qu'ils aient une table un peu plus à l'écart ou, on va dire, plus ensoleillée ou j'en sais rien. On essaye toujours de s'arranger quand c'est des bons clients. Dans le sud, c'est... Je sais pas si ça t'intéresse ça, mais ils s'installent, machin, on leur propose directement une carafe d'eau, des petites olives. La commande est prise avec les</p>	<p>otherwise... These are the main customers. I mean families. Young families. Small children. Yes. And that's it. And in Annecy, it was more typical customers. It was lunchtime. In a week. It was a couple of colleagues. They came from noon to one o'clock. About one o'clock. They took the meal of the day. A glass of wine and that's it. That was really the... They are more... They don't chat too much with the waiters. They are there to discuss work and they leave. That's it. Three types of customers. Perfect. Could you describe to me the outcome of an interaction with a customer? From the moment he comes to the restaurant to the moment he leaves. So... In the South, it's... For both, it was reservation. Always better reservation. We tried to organize those who didn't have a reservation, but it's always better. So he enters. Welcome. We take the name. Reservation. We offer him the table. If they are good customers and they are not happy with the table. We try to arrange for them to have a table a little more apart. Let's say more sunny or I don't know. We always try to arrange when they are good customers. In the South, it's... I don't know if you're interested in that. But... They settle down. We put them a carafe of water, small olives. The order is taken. With drinks. We try to manage the time. Not to be too fast. Not to be too long anyway. Not to be sent. And then... You know how it works. Wait,</p>
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<p>boissons. On essaye de gérer le temps, pas que ce soit trop rapide, pas que ce soit trop long quand même, pas que ce soit envoyé. Et puis après, tu sais comment ça fonctionne, quoi. Attends, qu'est-ce que je dois dire, là ? Ben, après, pour la commande, tu disais que tu serves une tarte. Ouais, alors dans le sud, c'est une grande pancarte parce qu'avec le Covid, en fait, ils avaient enlevé les cartes, ils avaient fait des pancartes et ils ont laissé. Je trouve pas que ce soit plus simple parce que tu te trimballes une grande pancarte, mais bon, tu peux partager avec plusieurs tables. On a toujours une suggestion du jour qu'on te dit. Si jamais aujourd'hui, le chef vous propose machin, on essaye de dire suggestion, ça rend mieux que plat du jour. Et puis, voilà, ils choisissent machin quand on n'a plus de plats en stock, on essaye tout de suite de le dire. Dessert du jour, pareil. Donc, on leur laisse la carte et on dit est-ce que vous voulez boire quelque chose ? Comme ça, ça tourne. Quand on dépose les boissons, on demande si on est prêt, etc. Beaucoup de communication avec ton runner ou ton chef de rang. Par exemple, typiquement, dans le sud, pour l'addition, tout le monde pouvait encaisser. On essaye toujours que ce soient les personnes qui sont occupées du client qui encaissent. Pour les types, c'est toujours mieux. Parce que si une personne vient encaisser qui était</p>	<p>what do I have to say? For the order, you said you serve a card. In the South, it's a big sign. Because with Covid, they had removed the cards. They had made signs and they left them. I don't think it's easier because you carry a big sign. But you can share with several tables. We always have a suggestion of the day. We say. If ever today the chef offers you something. We try to say suggestion. It's better than the dish of the day. It's always a little more... They choose when we have no more dishes in stock. We try to say it right away. Dessert of the day, the same. We leave them the card. We say, do you want to drink something? That's how it works. When we put the drinks down. We ask if we're ready, etc. A lot of communication with your runner or your chef. For example, typically in the South, for the addition. Everyone could pay. We always try that it's the people who are busy with the customer who pay. For the guys, it's always better. Because if a person comes to pay. Who was at the other end of the restaurant. The customers are sometimes a little... I want to leave it to those who... Do you see what I mean? So we always try to pay the customers. We took care of them. Whereas in Annecy. Typically, the payment was made at the cash register. It was my responsibility. We didn't have the right to look at all that. So the customer had to move. We told them the table number. And he went to the cash register.</p>
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<p>à l'autre bout du restaurant, les clients, parfois, ils sont un peu... Tu vois ce que je veux dire ? Donc, on essaie toujours d'encaisser les clients où on s'est occupé d'eux. Alors qu'à Annecy, typiquement, l'encaissement, il se faisait à la caisse. C'était mes responsables. Nous, on n'avait pas le droit de regarder tout ça. Donc, le client, il devait se déplacer ? Voilà, on leur disait le numéro de table, machin, et il allait à la caisse. Différents systèmes, parce qu'en fait, ils ne peuvent pas confier les TPE pour des questions de vol et tout. Et à Annecy, c'était un peu pareil. Réservation, on les installait. Ouais, un peu pareil. Il y avait beaucoup plus de stock, donc il y avait moins de manquants dans la nourriture, dans les boissons. Et puis, est-ce que quand il y avait des heures de pointe, des moments de rush, le processus, il était changé, le déroulement ? Il y avait des choses où tu compromettais, que tu prenais pas autant de temps que s'il y avait des moments où il y avait moins de rush et il n'y avait plus de temps ? Ouais, dans le sud, il y a beaucoup, beaucoup de moments de rush entre le premier et le deuxième service. C'est généralement 13h30, parce que tes tables du premier service, elles doivent partir vite, il faut redresser. Donc en fait, la priorité, c'est le redressage. Moi, je laisse tout tomber dans le sens où je n'apporte plus les plats, je n'apporte plus les boissons, je redresse. Et mon chef de</p>	<p>Different systems. Because they can't trust the TPE. For theft and everything. [Speaker 2] That's it. [Speaker 1] And in Annecy, it was a bit the same. Reservation. We set them up. Yeah, a bit the same. There was a lot more stock. So there was less missing. In food, in drinks. That's it. [Speaker 2] Excellent. [Speaker 1] That's it. And then. When there were rush hours. Rush moments. Did the process change? The outcome? There were things where you compromised. You didn't take as much time. As if there were times when there was less rush. And there was more time. Yeah, in the south. There are a lot of rush moments. Between the first and second service. It's usually 1.30 p.m. Because your tables from the first service. They have to leave. Fast. You have to get up. So the priority is to get up. I drop everything. In the sense that I don't bring the dishes anymore. I don't bring the drinks anymore. I get up. And my chef takes care of the rest. Because as long as the customers are seated. It's okay. But if they're standing. Their table is not ready. While they have reserved. It's average. So that's the priority. I only do that for 30 minutes. I get up, I get rid of it. I get up, I get rid of it. And. I would say it's the priority. And in Annecy it was more. Normally it's my manager. It's my manager. Sorry. It's my manager who came. Who welcomed the customers. And who placed them. When there are a</p>
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<p>rang s'occupe du reste. Parce que tant que les clients sont assis, là, ça va. Mais s'ils sont debout, leur table n'est pas prête alors qu'ils ont réservé, c'est moyen. Donc ça, c'est la priorité. Je ne fais que ça pendant bien 30 minutes. Je redresse, je débarrasse, je redresse, je débarrasse. Et je dirais que c'est la priorité. Et à Annecy, c'était plus... Normalement, c'est mon responsable qui venait, qui accueillait les clients et qui les plaçait. Quand il y a beaucoup de clients qui arrivent d'un coup, normalement, on les place jusqu'à la table. Là, on le faisait tous un peu. Tu vois ce que je veux dire ? Pas que ça fasse le bouchon à l'entrée et la queue alors que les gens ont réservé, pareil. Parfois, les chefs de rang viennent faire le job des runners et vice versa. Parfois, je prends les commandes des desserts quand c'est le moment de rush. Il faut être super flexible. Il faut s'occuper de son carré qui n'est pas le sien. Tu vois ce que je veux dire ? [Speaker 2] Oui, c'est bien. [Speaker 1] Ça va ? C'est intéressant ? [Speaker 2] Oui, c'est très intéressant. [Speaker 1] Bon, ça va. Ensuite, prochaine question. Est-ce que quand les gens prennent beaucoup de temps à choisir la carte, ils ne savent pas ce qu'ils veulent, comment tu fais ? On conseille. On essaie de demander ce qu'ils aimeraient. Par exemple, léger, on conseille directement. On sait que ce plat-là, le tartare de thon, il marche super bien,</p>	<p>lot of customers coming at once. Normally we place them up to the table. There we all did it a little bit. You see what I mean? Not that it makes the plug at the entrance. And the queue. While people have reserved. Same. Here. Sometimes the chefs come to do the job of the runners. And vice versa. Sometimes I take the orders of the desserts. When it's rush time. You have to be super flexible. You have to take care of your square. Which is not his. It's good. You see what I mean? [Speaker 2] It's good. [Speaker 1] Are you okay? Yes. It's interesting. [Speaker 2] Yes, it's very interesting. [Speaker 1] I'm fine. Next question. When people take a lot of time to choose the menu. They don't know what they want. How do you do? We advise. We really advise. We try to ask what they would like. For example, light things. We advise directly. We know that this dish. For example, tuna tartare. It works great. [Speaker 2] It's light. [Speaker 1] We try not to offer the most expensive. We try to. You see what I mean? It hurts her to always offer the most expensive dish. Like the most expensive wine. We try to match with what the customer wants. We always try to offer entrances. Because it's always nice to share. Do you have things to share? We always have nice entrances. And we always try. There are not many people who say. What do you advise me? I had few. Or there are some who say. I</p>
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<p>c'est léger. On essaie de ne pas proposer le plus cher. Tu vois ce que je veux dire ? Ça la fout mal de proposer toujours le plat le plus cher comme le vin le plus cher. On essaie de matcher un peu avec ce que le client veut. On essaie toujours de proposer aussi des entrées parce que c'est toujours sympa à partager. Est-ce que vous avez des trucs à partager ? On a toujours des entrées qui sont sympas. Et plat du jour, on essaie toujours. Sinon, il n'y a pas beaucoup de gens qui disent qu'est-ce que vous me conseillez. J'en ai eu peu. Ou il y en a quelques-uns qui disent je vous fais confiance. Et de là, toi tu décides. Donc on est un peu là. Mais pas beaucoup généralement. Dans le sud, plutôt des trucs légers. Parce qu'on a des linguines aux truffes, mais je ne les proposerais pas aux clients parce que c'est trop lourd. Il fait 30 degrés. Tu vois ce que je veux dire ? Et le vin, ça t'intéresse ? On essaie toujours de proposer des bons vins locaux avec une gamme de prix qui reste raisonnable. Jamais on propose les plus chers. Mais généralement, ça arrive peu qu'un client dise je vous fais confiance ou qu'est-ce que vous me conseillez. Je n'ai pas l'impression que ça arrive souvent. Juste une petite question que j'avais pensée. Est-ce que les restaurants, c'est un restaurant ? Ou c'est peut-être une chaîne où il y en a plusieurs ? Est-ce que c'est familial ? Les deux, c'est un resto. Il</p>	<p>trust you. And you decide. So we're a little bit there. But not many generally. In the south, rather light things. Because we have truffling linguine. But I would not offer it to the customer. Because it's too heavy. It's 30 degrees. You see what I mean? And the wine interests you. We always try to offer good local wines. With a reasonable price range. We never offer the most expensive. But generally it happens little. When a customer says. I trust you. Or what do you advise me? I don't think it happens often. Just a little question. Are the restaurants one restaurant? Or is it a chain where there are several? Is it family? No, both are a restaurant. There are not many elsewhere. Is there a manager? In the south, there was a manager. A boss, my boss. Who is the owner of the beach. And who manages. That we often see. Who is there in the morning. Who is there in the evening. My boss. Who makes the schedules. While in Annecy it was much bigger. So you had shareholders, etc. I only had to deal with my managers. But they were in no way the restaurant manager. I didn't have much to do with them. So it was more managers. That is to say, higher than you. But not the owner of the establishment. In the south, at least he was the owner. Hum. That answered. How did you manage if there were customers who were in a hurry. Who wanted to be served quickly. Who didn't</p>
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<p>n'y en a pas plusieurs ailleurs. Et il y a un gérant ? Dans le sud, c'était un gérant, un patron. Mon patron qui est propriétaire de la plage. Et qui gère, qu'on voit souvent, qui est là le matin, qui est là le soir. Mon patron qui fait les horaires. Alors qu'à Annecy, c'était beaucoup plus gros. Donc tu avais des actionnaires, etc. Moi, j'avais affaire qu'à mes responsables. Mais ils n'étaient en aucun cas directeurs du resto. Directeur du resto, je n'avais pas trop affaire avec eux. Donc c'était plus des responsables. C'est-à-dire plus haut que toi, mais pas propriétaire de l'établissement. Dans le sud, moi, il était propriétaire. Ok, d'accord. Ça a répondu. Comment est-ce que vous gériez s'il y avait des clients qui étaient pressés, qui voulaient être servis vite, qui ne voulaient pas perdre forcément leur temps et qui avaient des horaires à respecter ? On le dit directement en cuisine. À Annecy, c'était beaucoup plus ça. Et dès qu'on voyait que ça traînait un peu, parce que généralement, les plats du jour sortent vite. Dès qu'on voyait que ça traînait un peu, on va directement en cuisine, on dit à la table 205. Ils sont pressés, etc. Si tu peux l'avancer. Donc c'est vraiment communication. Et surtout, on le dit au client. On le dit direct. Désolé, il y a un petit peu de monde en cuisine, mais ça arrive tout de suite. Comme ça, le client est au courant qu'on ne l'a pas oublié. Parce que parfois, il te regarde un peu, tu</p>	<p>want to waste their time. And who had schedules to follow. We say it directly in the kitchen. In Annecy, it was much more like that. And as soon as we saw that it was dragging a little. Because usually the dishes are served quickly. As soon as we saw that it was dragging a little. We go directly to the kitchen. We say the table 205. They are in a hurry, etc. If you can move it. So it's really communication. And above all, we say it to the customer. We say it directly. Sorry, there is a little demand in the kitchen. But it happens right away. So the customer is aware that we have not forgotten it. Because sometimes they look at you a little. [Speaker 2] You see. [Speaker 1] Just communication. OK. That's it. Great. Then there are questions. On precisely the machines. That you could implement. Yeah. So in fact, it's the idea. In a rather traditional cafe. It would be to put terminals. Like at McDonald's. Or in fast food. And to see if it would really bring something to the customer. [Speaker 2] Yeah. [Speaker 1] And if it would be possible to implement. So I would like to have your opinion on that. What are your first impressions. On putting terminals. Machines. Where the customer would order by himself. What are your first impressions? In a coffee shop. Yeah. I would say. It's a chain. Yeah. You see. OK. Not at all traditional. Not at all local. And then. Yeah. OK. First impression.</p>
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<p>vois. Juste la communication. Voilà. Ensuite, ça, c'est des questions sur justement les machines qu'on pourrait implémenter. Donc en fait, l'idée, dans un café plutôt traditionnel, ce serait de mettre des bornes comme au McDonald's ou dans les fast-foods et de voir si ça apporterait vraiment quelque chose au client et si ce serait possible d'implémenter. Du coup, je voulais avoir un peu ton avis sur ça. C'est quoi tes premières impressions sur mettre des bornes, des machines où le client y commanderait par lui-même ? C'est quoi tes premières impressions ? Dans un coffee shop, je me dirais, c'est une chaîne. Tu vois ? Plus du tout traditionnel, plus du tout local. Première impression, ça serait ça. Ok. Prochaine question, c'est est-ce que tu penses ça va changer, ça va impacter comment l'expérience du client ? Je dirais que si tu vas, par exemple, dans un coffee shop, je sais qu'il y a souvent du monde, mais faire la queue, regarder la vitrine, parce que généralement, tu as la vitrine et après, tu commandes, voir ton café prêt. Je sais que souvent, tu dois le prendre et trouver une table. Tu as moins de services à table et du coup... Attends, c'était quoi la question ? Tu penses que ça va changer comment l'expérience du client ? Tu as moins le contact avec les baristas. C'est beaucoup plus froid, en fait. Je ne sais pas, parce que tu commandes ton café</p>	<p>That would be it. OK. Next question. It's. Do you think it will change. How will it impact the customer's experience? I would say. I know that. If you go. For example. In a coffee shop. You like. I know that there are often people. But queue up. Look at the showcase. Because usually you have the showcase. And then you order. See your coffee ready. And I know that often. You have to take it. And find a table. Yes. You have less table service. And suddenly. Wait. What was the question? It's. Do you think it will change. How will it impact the customer's experience? [Speaker 2] Well. [Speaker 1] You have less contact with. The baristas. It's much colder. I don't know. Because you order your coffee. On the platform. And then you wait in front. Or you install yourself. No. You wait. You wait for them to be ready. Or when they tell you. You are a number. [Speaker 2] Yes. [Speaker 1] Your name. Yes. I have the impression. That it would be much less. Contact with customers. You may know less. The baristas. There are. I know. They keep the customers well. The. Ah. I remember you. It's a. You see. Like. [Speaker 2] Latte coffee. Yes. [Speaker 1] You see. And that. I think there would be less. [Speaker 2] OK. [Speaker 1] But on the other hand. I see. The thing. Like at McDonald's. Yes. It would be that. Or a little more discreet. Well. There may be that. Or there are other machines. If it's a</p>
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<p>sur la borne et après, tu attends devant ou tu t'installes ? Non, tu attends. Tu attends qu'ils soient prêts ou qu'on te dise ton numéro, ton nom. Oui, j'ai l'impression que ça ferait beaucoup moins contact client. Tu connais peut-être moins les baristas. Il y en a, je sais, ils retiennent bien les clients. Je me souviens, toi, c'est un café latté. Et ça, je pense qu'il y aurait moins. Mais par contre, borne, je vois carrément le truc comme au McDo. Ce serait ça ou un peu plus discret ? Il peut y avoir ça ou il y a d'autres machines, si c'est un peu plus petit. Je me dis, des personnes âgées, je ne sais pas si ça ne les ferait pas plus fuir qu'autre chose. Parce que moi, mes parents, ils aiment trop aller dans des coffee shops où tu as du bon café, etc. Je ne sais pas si ça... Tu sais, j'ai l'impression qu'ils ont toujours trop du mal. Je ne sais pas. Prochaine question. Quel avantage et inconvénient tu vois à mettre ces machines ? Avantage, je pense que tu peux voir tous les choix. Tout ce que le café propose. Parce qu'en soit, tu as le temps. Il y aura aussi la nourriture, tout ça. Et puis, tu as tous les laits, végétaux, etc. Je pense que tu as une vision claire de ce que tu peux avoir. Ça, c'est cool, je pense. Et tu peux plus consommer, du coup. Mais inconvénient... Moi, je pense que j'aurais un peu de mal. Parce que j'aime bien... Pas parler avec le barista, mais... Mais avoir un petit contact. Je pense que c'est</p>	<p>little smaller. Yes. [Speaker 2] And. [Speaker 1] But. But you see. [Speaker 2] I tell myself. [Speaker 1] Older people. I don't know. If it wouldn't make them run away more than anything else. Yes. Because I tell myself. Like. Me. My parents. They like to go to coffee shops. Where you have good coffee. Etc. I don't know if that. You see. I feel like they still have too much trouble. Yes. I don't know. OK. Uh. Next question. It's. Uh. Well. Wait. Oh yes. What advantages and disadvantages do you see. To put these machines. Uh. Advantages. I think you can see all the choices. All that. The. Uh. Uh. Uh. Uh. Uh. Uh. Uh. Uh. Uh. Uh. [Speaker 2] Paris. [Speaker 1] You. Uh. Uh. Uh. Uh. Uh. Uh. Uh. Since it would work as a ticket, I think it would be more organized, less stressful for baristas, I think. Because I don't really know how they organize themselves, they hit, they make coffee. I think they would be more organized, it would be faster, especially for the coffee to be To-go. Maybe doing it only to take them away can be good too. Bored, I don't know. And since you have less people around you, they can see where they are, etc. I think it's inconvenient. I think the same for them, always the same thing, you have less contact. So typically, I know that if I worked in a coffee shop, I would really like to talk to the customers, the ones you see every day, like you said, as usual. Today,</p>
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<p>ça qui fait le charme du coffee shop. Et là, ça ferait un peu... Starbucks... À la chaîne, je ne sais pas. Je ne sais pas. Mais je pense qu'il y en a beaucoup que ça peut plaire. Plus les jeunes. Comme les bubble teas. Je sais que les bubble teas, c'est tout en borne. Ok, s'il vous plaît. Comment est-ce que tu penses que ça peut changer le rôle de la barista? Ou des employés? Vu que ça marcherait en tickets, du coup. Je pense que ça serait plus organisé. Moins stressant pour eux, je pense. Parce que là, je ne sais pas trop. Comment ils s'organisent? Ils tapent, ils font le café. Je pense qu'ils seraient plus organisés. Ça serait plus rapide. Surtout pour les cafés emportés. Peut-être que faire que pour les emportés, ça peut être bien aussi. Borne, je ne sais pas. Et vu que tu as moins de monde regroupé autour de toi, quand même. Ils peuvent un peu voir où ils en sont, etc. Je pense. C'est inconvenient. Je pense pareil pour eux. Toujours le même truc. Tu as moins de contacts. Typiquement, je sais que si je travaillais dans un coffee shop, j'aimerais trop parler avec les clients. Ceux que tu vois tous les jours. Comme tu as dit, comme d'habitude. Ça va aujourd'hui. Là, vu que tu fais le café, tu le donnes. Tu as un petit contact, mais tu n'as pas le temps. Tu vois ce que je veux dire? Tu ne sais pas. Qu'est-ce qu'ils répondent, les autres? Ça m'intéresse. La plupart disent que ça dépend de</p>	<p>since you make the coffee, you give it to them, you have a little contact, but you don't have time. Do you know what I mean? Yes. You don't know. What do the others say? It interests me. Well, most of them say it depends on the establishment. If it's a small local coffee shop, it's less suitable. Or if it's a chain like Starbucks, where there are a lot of people, everyone takes it away. People just want it to be effective, they don't want to talk to anyone. Because there, I see it as more local. Oh yeah? Yeah. In what way? In the sense... Not Starbucks. I mean, I imagine, I put myself from the point of view of a local coffee shop. After Starbucks... Yeah, even me, Starbucks, I don't think I would like to have a bar. Even if it's more to the chain, you still have that barista side. Yeah. And then, what people say, well, the other baristas I interviewed, it's also the coffee shops where there are a lot of queues. Yeah. And precisely, people want it to be fast, etc. For people where there are no queues, it's not worth putting a bar because you can directly have contact. Yeah, but I wonder if a bar, because in itself, it takes a lot to make it go fast, but if you have 5 people and you have 2 bars, I don't think it takes less time. You see? Plus, it's enough that you have two old people who don't understand. It's true, right? It would take a thousand years, actually. Yeah, I don't know. We'll see. Okay. And I think that's all. But are</p>
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<p>l'établissement. Si c'est un petit café local, c'est moins adapté. Ou si c'est une chaîne comme Starbucks, où il y a beaucoup de gens, tout le monde prend à l'emporter. Les gens veulent juste que ce soit efficace. Ils s'en fichent de parler à quelqu'un. Parce que là, je vois carrément plus local. Ah ouais? Dans quel sens? Dans le sens... Pas Starbucks. J'imagine, je me mets du point de vue d'un café local. Après, Starbucks... Moi-même, Starbucks, je n'aimerais pas avoir une borne. Même si c'est plus à la chaîne, tu as quand même ce côté barista. Et après, ce que disent les autres baristas que j'ai interviewés, c'est aussi les cafés où il y a beaucoup de queues. Et que justement, les gens veulent que ce soit rapide, etc. Pour les gens où il n'y a pas de queues, ça n'a pas trop de valeur de mettre une borne, parce que tu peux directement avoir le contact. Oui, mais je me demande si une borne... Parce qu'en soi, il en faut beaucoup pour que ça aille vite. Mais si tu as cinq personnes et tu as deux bornes, je ne pense pas que ça prend moins de temps. Tu vois? Plus il suffit que tu aies deux vieux qui ne comprennent pas. C'est vrai, non? Ça prendrait mille ans, en fait. Oui, je ne sais pas. À voir. Et je crois que c'était tout. Mais il y en a déjà des cafés avec ça? Si tu vas à la gare, par exemple, il y a Dunkin' Donuts. Ils servent des donuts, du café. Tu vois, ça fait chène, ça. Oui, ça fait très chène.</p>	<p>there already coffees with that? If you go to the station, for example, there is Dunkin' Donuts. They serve coffee donuts. You see, it's a chain.</p>
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## 6.6 Respondent F

For the initial transcription of the interviews, the AI tool TurboScrib was used.

*Speaker 1: Audrey Joly*

*Speaker 2: Respondent F*

This respondent is French-speaker and the interview was conducted in French. Initially, translations were performed using the DeepL Translator tool. ([www.deepl.com/translator](http://www.deepl.com/translator)).

French	English
<p>[Speaker 1] Du coup, la première question que j'ai, c'est depuis combien de temps tu travailles en tant que barista et comment est-ce que tu as commencé dans le monde du café ? Est-ce que c'était une passion ? Voilà. Je pense que j'ai commencé en 2021, 2022. Ok. Je ne me souviens plus exactement l'année. Ça doit être très précis ? Non, c'est juste dans les grandes lignes. Donc, ça fait 2 ans, 2 ans et demi, un peu plus, je pense. Et puis, j'ai commencé à travailler là parce que c'était un travail accessible. Donc, ça ne demandait pas beaucoup d'expérience ou de diplôme. [Speaker 2] De formation, oui. [Speaker 1] De formation. Mais aussi, j'ai commencé à travailler là parce que justement, ça m'intéressait le café. Je ne pense pas que j'aurais choisi de travailler là si ça ne m'intéressait pas le café. Donc, ouais. [Speaker 2] C'est ça. Super. [Speaker 1] Par passion et besoin, on</p>	<p>So, the first question I have is, how long have you been working as a barista and how did you start in the world of coffee? Was it a passion? I think I started in 2021, 2022. I don't remember exactly the year. It must be very precise. No, it's just in the big lines. So, it's been two years, two and a half years, a little more, I think. And then I started working there because it was an accessible job. It didn't require a lot of experience or training. But also, I started working there because I was interested in coffee. I don't think I would have chosen to work there if I wasn't interested in coffee. So, yeah, that's it. By passion and need, it seems. My second question is, can you describe your role and what are your responsibilities in your work? So, beyond coffee, it's also a pastry shop where I work. There are a lot, in fact, I juggle a lot of things because my boss is a small businesswoman, so she needs us</p>

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<p>dirait. [Speaker 2] Ok. [Speaker 1] Par passion et besoin. D'accord. Ma deuxième question, c'est... Est-ce que tu peux décrire ton rôle et quelles sont tes responsabilités dans ton travail ? Donc, au-delà du café, c'est aussi une pâtisserie où je travaille. [Speaker 2] Ok. [Speaker 1] Il y a beaucoup... En fait, je jongle beaucoup de choses parce que ma patronne, c'est un petit business. Donc, elle a besoin qu'on fasse beaucoup de choses en même temps. Donc, je fais tout ce qui est café, préparation de nourriture comme des sandwiches. Même parfois, je cuis des muffins, je cuis des croissants, etc. Je lave énormément. Je fais la vaisselle, je lave les sols, les comptoirs. Je serre les clients. J'amène à leur table, surtout quand ils viennent manger sur place. J'amène toute la nourriture à leur table. Je prends leur vaisselle quand ils ont fini. Je lave les tables. Je fais le contact social. Je charge aussi. Parfois, je restocke. Le frigo, je dois aller en bas chercher des caisses de lait d'avoine, des trucs du genre. Je restocke beaucoup. Pour aller en haut, restocker des verres. Parfois, on doit punch des verres pour mettre le logo du café aussi. Donc, les shifts un peu ennuyants, on fait ça beaucoup. Beaucoup de choses. Ouais, c'est varié. Ouais. Mais c'est ça qui est cool aussi, c'est pas ennuyant d'un côté. Je pense que si je devais juste faire du café, ce serait un peu ennuyant parfois.</p>	<p>to do a lot of things at the same time. So, I do everything that is coffee, food preparation, like sandwiches. Sometimes I cook muffins, I cook croissants, etc. I wash a lot, I do the dishes, I wash the floors, the counters. I serve the customers, I bring them to their table, especially when they come to eat on site. I bring all the food to their table, I take their dishes when they're done, I wash the tables, I make social contact. I charge too, sometimes I restock, the fridge, I have to go downstairs to get boxes of oat milk, things like that. I restock a lot. To go upstairs and restock glasses, sometimes we have to punch glasses to put the logo on the coffee too. So, it's a bit boring, we do that a lot. A lot of things. Yeah, it's varied. Yeah, but that's what's cool too, it's not boring. I think if I could just make coffee, it would be a bit boring sometimes. Just lattes. My next question is, what kind of cafe do you work in? Is it a chain, a family cafe, and also the neighborhood in which the cafe is? These are good questions. The neighborhood is super familiar, I would say. It's just a business, there's no chain, there's nothing else. And then it belongs to a girl who has been living in this neighborhood since she was little. So, she knows a lot of customers, it's really like a small coffee shop in a small neighborhood, like Luc in Gilmore Club. It's really like, almost all the customers, she knows them, she has contacts with</p>
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<p>Juste des lapins. Ma prochaine question, c'est dans quel type de café tu travailles? Est-ce que c'est une chaîne, un restaurant, un café familial? Et aussi un peu le quartier dans lequel le café est. Voilà. C'est des bonnes questions. Le quartier est super familial, je dirais. C'est juste un business, il n'y a pas de chaîne, il n'y a rien d'autre. [Speaker 2] Ok. [Speaker 1] Et puis, ça appartient à une fille qui vit dans ce quartier justement depuis qu'elle est petite. [Speaker 2] Ok. [Speaker 1] Donc, elle connaît énormément de clients. Ça fait vraiment genre petit café de petit quartier, comme Luc dans Gilmore Girls. C'est vraiment genre... Toute la clientèle, presque, elle les connaît, elle a des contacts avec des gens qui viennent amener leurs produits. Elle fait des placements de produits pour d'autres gens du petit quartier, etc. Donc, c'est vraiment genre petit business de quartier où tout le monde se connaît, très local. Elle vend des produits locaux. Elle fait elle-même beaucoup des produits. Donc, c'est ça. Ok. Super. Ma prochaine question, c'est comment est-ce que tu décrirais ce qui fait que ce café, il est spécial ou différent d'un autre? Je dirais justement qu'elle fait énormément des produits elle-même. Elle fait son propre chai. Elle fait son propre pain, son propre pesto pour les sandwichs. Sa propre confiture pour les sandwiches. Tout est maison, presque. Une soupe, etc. Elle</p>	<p>people who come to bring their products, she makes product placements for other people in the small neighborhood, etc. So, it's really like a small business in this neighborhood where everyone knows each other, very local, she sells local products, she makes a lot of products herself, so that's it. Okay, great. My next question is, how would you describe what makes this cafe special or different from others? I would say that she makes a lot of products herself, she makes her own chai, her own bread, her own pesto for the sandwiches, her own jam for the sandwiches, everything is homemade, soup, etc. She also keeps the fact that all the products, she tries to make them as less sweet as possible. She also offers sugar, but she really tries to keep the base, like our smoothies are just fruits, avocados, spinach, it's very healthy. She tries to educate people without educating them. Basically, when someone comes to the cafe, she tries to make them eat things without sugar, like coffee, but then if they want, she makes syrups, homemade syrups, lavender, caramel, she does everything herself. So I think it's cool, it's unique. Also, the fact that everything is local, we sell kombucha, it's local, I know the girl who brings them, and also every month we change the paints we put on because there is a lot of artwork in the cafe, and every month there is another local artist who brings his paintings and</p>
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<p>garde aussi le fait que tous les produits, elle essaie de les faire les moins possibles, genre sucrés. Elle propose souvent du sucre, mais elle essaie vraiment de garder la base. Nos smoothies sont juste des fruits, des avocats, de l'épinard. C'est très, genre, sain. Elle essaie d'éduquer un peu les gens sans les éduquer. De base, quand quelqu'un vient au café, c'est comme elle essaie de les faire manger les choses sans sucre, comme le café. Mais après, si elle veut, elle fait des sirops. Et tous les sirops, elle les fait maison elle-même. La vente, le caramel, elle fait tout elle-même. Donc, ça, je trouve que c'est cool. C'est unique. Aussi, le fait que tout soit illocal. On vend de la kombucha, elle est locale. Je connais la fille qui les amène. Et aussi, chaque mois, on change les peintures qu'on met. Parce qu'il y a plein de artwork, genre dans le café. Et chaque mois, il y a un autre artiste local qui vient amener ses peintures et les mettre dans le café pour que les gens puissent les acheter. Donc, c'est très cool. [Speaker 2] Excellent. [Speaker 1] Tu peux acheter des tableaux. Et puis, c'est vous qui encaissez pour ce genre d'article. Et après, c'est reversé à l'artiste. Oui, je pense que ma patronne garde un petit pourcentage. Mais très petit. C'est principalement pour aider les artistes. Puis, avoir une décoration nous, ça nous décore le café. Puis, c'est joli. Puis, après, l'artiste vient.</p>	<p>puts them in the cafe so that people can buy them. So it's very cool. You can buy paintings. And then it's you who pays for this kind of article and then it's paid back to the artist? Yeah, I think my boss keeps a small percentage, but very small. It's mainly to help the artists and have a decoration, it decorates the cafe, it's pretty. And then after the artist comes, he takes back his paintings that were not sold and he takes the money that was also collected from the paintings that were sold. Ok, excellent. Then it's, can you describe to me two challenges that you encounter in your work as a barista? There are a lot. It's not very difficult, but I think that the clients, it can be like, since it's a small town, if you have a recurring client who has a bad attitude, Personally, I have one specifically where he lives in Sherbrooke and the client comes back often and every time he comes, I have the pain in my stomach because I know that everything is going to be impossible, everything is going to be difficult, she's going to complain about everything, etc. So it's like if you're in a big city, you can have a bad client, but he comes back and then he leaves. But since it's small, if there's a difficult client and then he becomes a regular, someone who lives there, it's quite painful. Sometimes it's a bit of a challenge for the clients. And then sometimes I also find that it's a lot of work for just one person. I work alone and</p>
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<p>Il reprend ses tableaux qui n'ont pas été vendus. Puis, il prend l'argent qui a été amassé des tableaux qui se sont fait vendre. OK. Excellent. Ensuite, est-ce que tu peux me décrire deux défis que tu rencontres dans ton travail en tant que barista? Il y en a beaucoup. Ce n'est pas très difficile. Je pense que les clients, ça peut être... Vu que c'est une petite ville, si tu as un client récurrent qui est de mauvaise attitude... Personnellement, j'en ai un spécifiquement où il habite à Sherbrooke. Le client revient souvent. Et à chaque fois qu'il vient, j'ai la boule au ventre parce que je sais que tout va être impossible. Tout va être difficile. Elle va se plaindre pour tout, etc. C'est comme si tu es dans une grande ville. Tu peux avoir un client méchant, mais il repasse. Après, il part. Mais là, vu que c'est petit, s'il y a un client difficile, puis qu'après, il devient « regular », quelqu'un qui vient souvent, c'est assez pénible. Ce client-même, spécifiquement, ma patronne a déjà demandé qu'elle quitte les lieux une fois. Parce qu'elle était tellement méchante avec une des employées. Ce n'était pas moi, ce jour-là. Parfois, ça, c'est un peu un défi, les clients. Parfois aussi, je trouve que c'est énormément de tâches pour juste une personne. Moi, je travaille seule. Parfois, c'est beaucoup de travail. Tous les trucs qu'on doit faire en même temps. Sandwich, smoothie, café, ranger, nettoyer, puis fermer à l'heure. C'est</p>	<p>sometimes it's a lot of work, like all the things we have to do at the same time. Sandwiches, smoothies, coffee, tidy up, clean up, then close at the same time. It's a lot at the same time. Okay, very well answered. The next section of my questions is about the clientele, the coffee clients. And the first question is, what are the preferences or current requests of the clients that you meet regularly? It's mainly the lattes, for sure. Even if we have a big drink menu, it's always that, the lattes, the lattes. So the coffees especially. And then I would say the sandwiches and the croissants. Do I need to be more specific? No, it's fine. Okay. Do people often have a snack or a drink? Or does it depend? It depends on the shifts. In the morning, it's a lot. You notice that in the morning people have more breakfast. So a muffin, a scone, their coffee before going to work. It's funny how the hours change. Around 8-9 o'clock, it's mostly those who go to work. So it's a lot to bring, a little pastry, the coffee. And then around 11 o'clock, it's mostly the moms, the elderly people who come. And then in the evening, on the spot, with things that take more time to prepare, like sandwiches. And then when I work in the afternoon, it's really a lot of coffee, drinks, it's less food. Because your sandwiches, do you prepare them on the spot or have you already prepared them before the client arrives? We prepare them on the spot. Or sometimes, when we</p>
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<p>beaucoup en même temps. Très bien répondu. La prochaine section de mes questions, c'est sur la clientèle, les clients qui sont du café. La première question, c'est « Quelles sont les préférences ou les demandes courantes des clients que tu rencontres régulièrement ? » C'est principalement les lattes, c'est sûr. Même si on a un grand menu de boissons, c'est toujours ça, les lattes. Donc, les cafés, surtout. Et puis, je dirais les sandwiches et les croissants. T'as besoin que je sois plus spécifique ? Non, ça va bien. Ok. Souvent, les gens prennent un petit truc à manger, une boisson ? Ou ça dépend ? Ça dépend des shifts. Tu remarques, le matin, les gens prennent plus déjeuner. Un muffin, un scone, leur café avec, avant d'aller au travail. C'est drôle, comme les heures changent vers 8-9h, c'est beaucoup ceux qui vont au travail. C'est beaucoup à emporter, puis une petite pâtisserie, le café. Vers les 11h, c'est plutôt les mamans, les personnes âgées qui viennent. Là, c'est plus sur place, avec des trucs qui prennent plus de temps à se préparer, comme des sandwiches. Après, quand je travaille l'après-midi, c'est vraiment beaucoup de café, de boissons, c'est peu de nourriture. C'est pas trop à descendre. Parce que vos sandwiches, vous les préparez sur le moment, ou vous les avez déjà préparées avant que le client arrive ? On les prépare sur le moment, ou parfois, justement, quand on</p>	<p>have a slow shift, we prepare sandwiches in advance so that it's faster. In fact, I set up this system. I set up that when you're bored or at the end of your shift, you make sandwiches for the person who comes the next day. So now that I've set it up, it's been a few months, everyone does it. Everyone really liked the idea in the team. It makes it easier. Especially since we have a lot of clients at the same time. Because otherwise, it takes a lot of time. Especially since our sandwiches are a bit complicated sometimes. Pesto, salmon, at the end of the day, you have to change knives and stuff. My next question is, could you describe to me three types of regular customers you have and what is the proportion that they represent? For example, do you have different age groups? You were just talking about that. Or students or people, workers. And what type of drink, if they are attracted to one type of drink or what? Yes, it's true that we have a lot of old people. Especially because the cafe is close to the top. So a lot of old people, a lot of moms, I would say. Not just moms, but single women who come. And then the third group would be students. There are very, very few men. In the clientele, there are very few guys who come. What would you say is the proportion of men and women? I would say like 69-70% of women. There are really a lot more women. I have few customers who are just a guy who comes.</p>
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<p>a un shift un peu lent, on va préparer des sandwiches à l'avance, pour que ça soit plus rapide. En fait, c'est moi qui ai instauré ce système. J'ai instauré que quand tu t'ennuies, ou à la fin de ton shift, tu fais des sandwiches pour la personne qui vient le lendemain. Maintenant que j'ai instauré ça, ça fait quelques mois, tout le monde le fait. Tout le monde a beaucoup aimé l'idée dans l'équipe. Ça facilite le... Surtout qu'on a beaucoup de clients en même temps. Sinon, ça prend vraiment beaucoup de temps. Surtout que nos sandwiches sont un peu compliquées. Parfois, des au pesto, des au saumon. À chaque fois, tu dois changer de couteau. Ma prochaine question, c'est... Est-ce que tu pourrais me décrire trois types de clients habituels que tu as ? Quelle est un peu la proportion qu'ils représentent ? Par exemple, est-ce que tu as des différentes tranches d'âge ? Là, tu en parlais, justement. Ou des étudiants, ou des personnes, des travailleurs. Et quel type de boisson... S'ils sont attirés par un type de boisson ou quoi ? Oui, c'est sûr qu'on a beaucoup de personnes âgées. Surtout parce que le café est proche d'en haut. Donc, beaucoup de personnes âgées. Beaucoup de mamans, je dirais. Pas juste des mamans, mais des femmes seules qui viennent. Et après, le troisième groupe, ce serait des étudiants. Il y a très, très peu d'hommes. À la clientèle, il y a très peu de gars qui viennent. S'il y en a,</p>	<p>And what would you say is the proportion of people who consume on site and people who take it on board? I would say that it depends on the hours of the day. But in general, I would say that it is more on site than on board. So maybe, once again, 70% on site, 40% on board. 70-30% Yes, 70-30%. The math. No, but it's very good. Ok, ok. It makes sense. Thank you. The next question is, could you describe to me the typical process of an interaction with a client from the moment he enters the cafe to the moment he leaves? So, as soon as my client arrives, if I'm doing something else, like sweeping or cleaning, I'm going to stop and I'm going to greet him first. Because often clients look at the menu. So there is also a side where I don't just want to be like, what do you want? So I greet him to show that I see you, welcome here. I say hello. And then, when I see that they have made a decision, they move towards me. I answer all their questions. We don't have a price on display. Our products have no name. My boss doesn't want to. So, each client, I have to explain to him what's going on. Except for those who say they know what they want, because they come often. And then I answer a thousand and one questions. And then I tell them that they can go sit down. I'm going to bring them their order. Sometimes they seem to want to talk. When they seem to want to talk, I leave. If they don't seem to want to</p>
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<p>c'est genre un... Tu dirais, c'est quoi la proportion d'hommes et de femmes ? Je dirais genre 69-70% des femmes. Intéressant. Oui, il y a vraiment beaucoup, beaucoup plus de femmes. J'ai peu de clients qui sont juste un gars qui vient. Et tu dirais, c'est quoi la proportion des gens qui consomment sur place et les gens qui prennent à l'emporter ? Je dirais que ça dépend les heures de la journée. Mais en général, je dirais que c'est plus sur place que pour emporter. [Speaker 2] Ok, d'accord. [Speaker 1] Une fois de plus, genre 70% sur place, 40% à emporter. [Speaker 2] 70-30%. [Speaker 1] Oui, 70-30%. Les maths. Non, mais c'est très bien. Ok, ok. Ça fait du sens. Merci. La prochaine question, c'est... Est-ce que tu pourrais me décrire le processus typique d'une interaction avec un client du moment où il entre dans le café jusqu'au moment où il part ? Donc, dès que mon client arrive, si je suis en train de faire quelque chose d'autre, comme balayer ou nettoyer, je vais arrêter. Puis, je vais le saluer, premièrement. Parce que souvent, les clients regardent le menu. Donc, il y a aussi un côté où je ne veux pas juste tout de suite dire « Qu'est-ce que vous voulez ? » à chaque fois qu'ils regardent le menu. Donc, je les salue pour montrer, genre, « Je vous vois. Bienvenue ici. » Je leur dis « Bonjour. » Puis après, quand je vois qu'ils ont pris une décision, ils s'avancent vers moi. Je</p>	<p>talk, I don't talk to them. I don't try to initiate the contact myself. Because, once again, one wouldn't want to at all and the other would like it a lot. It's like I look at myself with them, how they are. If I see that they are open-minded, that they laugh, that they make a few jokes, it happens a lot. There are a lot of people who like to talk, to interact. So, I do it with them. And it adds a lot to my day, to my job, when I have interactions. Those who don't want to talk, it doesn't matter. I'm polite. I'm very courteous and willing to meet their needs. I bring them back. They finish eating. Almost all of them say goodbye to me at the end. They come and say, good day, goodbye. I go get their plates. I just had a question about the prices that are not displayed. Is it because they change the prices or do they stay the same? Yes, it's because they change the prices a lot. Personally, I think that my boss thinks that people buy more when they don't see the prices. My next question is, how does this process change when it's a rush time and there are a lot of customers? The rush times are very stressful because I'm all alone once again. Sometimes my boss comes to help me when she sees that there are really too many people. The process changes a lot because I almost become in a bad mood when there are rushes because there are too many people at the same time. People have a lot of desire. Once</p>
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réponds à toutes leurs questions. On n'a pas de prix affiché. Nos produits n'ont aucun nom. Ma patronne ne veut pas. Chaque client, je dois lui expliquer ce qu'il y a. À part ceux qui savent ce qu'ils veulent parce qu'ils viennent souvent. Et puis, après, je réponds à leurs milliers de questions. Puis après, je leur dis qu'ils peuvent aller s'asseoir. Je vais leur amener leur commande. Quand ils ont l'air de vouloir parler, je pars. S'ils n'ont pas l'air de vouloir parler, je pars avec eux. Je n'essaie pas d'initier moi-même le contact parce que, une fois de plus, l'un ne voudrait pas du tout et l'autre voudrait beaucoup. Je regarde moi-même avec eux comment ils sont. Si je vois qu'ils sont ouverts à la caisse, qu'ils rigolent, qu'ils font quelques blagues, ça arrive beaucoup. Il y en a beaucoup qui aiment beaucoup parler, interagir. Alors, je fais avec. Puis ça rajoute beaucoup à ma journée, à mon emploi quand j'ai des interactions. Ceux qui ne veulent pas parler, ce n'est pas grave. Je suis polie. Je reste très courtois à vouloir remplir leurs besoins. Après, ils vont s'asseoir. Je les ramène. Ils terminent de manger. Presque tous, ils me disent au revoir à l'enfant. Presque tous. Ils viennent et disent « Bonne journée, au revoir ». Je vais chercher leurs assiettes. OK. Super. J'avais juste une question pour les prix qui ne sont pas affichés. Est-ce que c'est parce qu'ils changent les prix ou ils

again, you have to explain everything to people. It's really not easy during rush times, the prices, the names of the things, the pastries that are not displayed. The process changes because I'm going to try to guess what the person wants more quickly. For example, if she asks me what I have here, because there are a lot of people who tell me that. So instead of just explaining everything, I'm going to tell them what they like and I'm going to try to see what they like and I'm going to give them a product. Otherwise, I'm not going to start writing down the 30 things unless I really see that they insist. Because it's a rush and I have to go to the next order. So I do that more easily. Also, when there is a rush, I'm going to run a little bit and the contact changes. I'm going to watch them less because as soon as you look at them, they're going to ask you questions because I'm trying to take care of two orders at the same time. So very often people, when they have to wait, they get impatient and they look at you when you're making three coffees and they ask you questions. And then I don't like it too much because it confuses me because there are three different milks in the order. So sometimes I look at them and I tell them, I'm going to be with you in a little while. It cuts off the contact. It's too much at the same time. That's kind of my tactic when I notice that they're impatient and they want to ask me questions. I tell them

<p>restent quand même les mêmes? Oui, c'est parce qu'ils changent beaucoup les prix. OK. Personnellement, je pense que ma patronne trouve que les gens achètent plus quand ils ne voient pas les prix. [Speaker 2] Oui, OK. D'accord. [Speaker 1] Ma prochaine question, c'est comment est-ce que ce processus change quand c'est un moment de rush et qu'il y a beaucoup de clients qui sont là? Oui. Les moments de rush sont très stressants parce que je suis toute seule, une fois de plus. Parfois, ma patronne vient m'aider quand elle voit qu'il y a vraiment trop de gens. Mais c'est sûr que le processus change beaucoup parce que je deviens presque un peu de mauvaise humeur quand il y a des rushes parce qu'il y a beaucoup trop en même temps. Et les gens ont énormément de désir. Une fois de plus, tu dois tout expliquer aux gens. Ce n'est vraiment pas très simple pendant les moments de rush, les prix et les noms des choses, des pâtisseries qui ne sont pas affichées. [Speaker 2] OK. [Speaker 1] Donc, le processus change au fait du niveau que je vais plus rapidement essayer de deviner ce que la personne veut. Par exemple, si elle me demande « Qu'est-ce que vous avez ici? » Parce qu'il y a beaucoup de gens qui me disent ça. Puis, on a 25-30 pâtisseries, vraiment. [Speaker 2] OK. [Speaker 1] Donc, au lieu de juste tout expliquer, je vais leur dire « Qu'est-ce que vous aimez? » Puis, je vais</p>	<p>several times, I'm going to be with you in a little while. It's kind of my go-to. And then I tell them, I'm just finishing this order and I'll be back soon. So rather polite words to help them. And when I know they've been waiting a long time, before I tell them, I'm going to say sorry or thank you for waiting. Excellent. Great. The next question is, how do you deal with a client who takes a long time to decide what they want to order? So much. It happens to me so many times. There was a client who said to me, do you have coffee without coffee? [Speaker 2] What does that mean? [Speaker 1] She was indecisive and I looked at her and I told her, that was the first time it happened to me. [Speaker 2] Caffeine? [Speaker 1] No, it's just like, she wanted coffee that didn't really taste like coffee. Okay. When a client takes a long time to choose, once again, I'm going to try to guess what they want. Because clients like to be guided. They like to be told what to take. I've noticed. There's no client who doesn't like it when I offer them things. So when they take a long time to think, I'll tell them, like, what do you like? And all that is when they are indecisive, but if they take a long time to think, like, they have a hard time deciding, I'll just go, keep doing my job, do ballet or whatever. Then I'll tell them, take your time and if you have any questions, don't hesitate. They take their time and then as soon as I notice that they have made their choice,</p>
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<p>essayer de voir avec ce qu'ils aiment. Puis, j'essaie presque de leur donner un produit. Sinon, je ne vais pas commencer à noter les 30 choses, sauf si je vois vraiment qu'ils insistent. [Speaker 2] Oui. [Speaker 1] Parce que c'est un rush, puis je dois aller à la prochaine commande. Donc, je fais ça plus facilement. Puis aussi, quand il y a un rush, je vais un peu courir. Puis aussi, le contact change. Je vais moins aller regarder. Parce que dès que tu les regardes, ils vont te poser des questions. Parce que j'essaie de m'occuper de deux commandes à la fois. Donc, très souvent, les gens, quand ils doivent attendre, ils s'impatientent. Puis, ils te regardent quand tu es en train de faire genre 3 cafés. Puis, ils te posent des questions. Puis là, je n'aime pas trop. OK. Parce que ça me déconcentre. Parce qu'il y a 3 laits différents dans la commande. Il y a un lait d'affaires, un lait de macadam, un lait de vache. Alors, parfois, je les regarde, puis je leur dis, je vais être avec vous sous peu. OK. Ça coupe genre le contact. C'est trop en même temps. C'est un peu ça ma tactique quand je remarque qu'ils sont impatients puis qu'ils veulent me poser des questions. C'est que je leur dis plusieurs fois, je vais être avec vous sous peu. C'est un peu mon gâteau. Puis aussi, après, je leur dis, je finis juste cette commande, puis je vous viens bientôt. Donc, c'est plutôt des formules de politesse pour les aider. Puis quand je</p>	<p>I come back and I take their order. Okay. Excellent. Next question is, how do you manage when there are personalized orders? For example, other milks or other syrups, etc. I work a lot with tickets. Every time we take an order, there is a ticket that is printed. And then I put it in a place where I can see the order. Then I read the order several times before giving it to the person. And then, because normally, when someone takes an order for a coffee, you put large oat milk with strawberry syrup. Then it's displayed on the ticket afterwards. But sometimes it's not always updated. Then, as soon as there is a difference that I couldn't print, I'll add it to the pen. And then also, every time I bring the drink to the person, I repeat what they said. That way, I make sure I repeat it several times. That way, I make sure that if they tell me that it's not okay, I told them before they drink it. So, every time I bring a drink, I'll repeat all the details. Matcha, iced with vanilla syrup and oat milk. It's a bit of my technique. That way, if there's an error, they'll tell me right away. I also say it during the order on the computer. I repeat the order to make sure. And sometimes people forget a lot. Surprisingly, they forget to tell me that they can't have cow's milk. So, I even took the reflex to ask the cashier for cow's milk to confirm. And people tell me, oh no, it was a problem. Okay. My next question is, how do you manage when there's a</p>
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<p>sais qu'ils ont attendu longtemps, avant que je leur réponde, je vais leur dire désolé ou merci pour l'attente. [Speaker 2] OK. [Speaker 1] Puis voilà. Excellent. Super. La prochaine question, c'est comment est-ce que tu gères quand il y a un client qui prend beaucoup de temps pour décider ce qu'il veut commander? Tellement. Ça m'arrive tellement des fois. Il y a un client qui m'a dit Do you have coffee without coffee? [Speaker 2] Ça veut dire quoi? [Speaker 1] Tellement, elle était indécis. Puis je l'ai regardée, puis je lui ai dit, genre ça, c'était la première fois que ça m'arrivait. [Speaker 2] Du décaféiné. [Speaker 1] I don't know what that means. Non, c'est juste genre, elle voulait du café qui n'avait pas trop le goût de café. OK. Ça, ça m'arrive parfois. Puis là, je suis vraiment genre, comment? Quand un client prend beaucoup de temps à choisir, une fois de plus, je vais essayer un peu de deviner ce qu'il voudrait. Parce que les clients aiment beaucoup être guidés. Ils aiment beaucoup qu'on le dise pour quoi prendre. J'ai remarqué. Il n'y a aucun client où ça lui déplaît quand je lui propose des trucs. Donc quand il prend beaucoup de temps à réfléchir, je vais lui dire genre, qu'est-ce que vous aimez et tout ça. C'est quand ils sont indécis. Mais s'il prend beaucoup de temps à réfléchir, genre il a de la peine à se décider, je vais juste aller continuer à faire ma tâche, faire mon ballet ou</p>	<p>customer asking for suggestions? Sometimes they ask me what I personally like. Or sometimes I ask them what they like. Sometimes they go with what I suggest. And sometimes I suggest things like, ah, that's a lot of sales. Ah, that's one of our favorites. Okay, excellent. Next, how do you manage when there are customers who are in a hurry or who want to be served quickly? It's not always easy because they're not always nice. Specifically them. When I see that they're really in a hurry, sometimes I try to warn them. So, I'm like, oh, there are a lot of people, it's going to take a little while. And then they're going to make their orders smaller. [Speaker 2] Okay. [Speaker 1] I'm like, oh, it's going to take a while. And they're like, okay, no, it's okay, just make the coffee. Or if they've already ordered, they're in a hurry, they're looking at me. Well, I try to hurry up. But there's still a line of tickets. Person number 3 can't go before order number 2. Except if it's to take away. The orders to take away are faster. We try to do them faster. [Speaker 2] Okay. [Speaker 1] But I try not to look at them too much. Sometimes I tell them, when I see that they're in a hurry but open to being nice. I tell them, oh, I'm sorry, it happens. Thank you for your patience. Then, when they're in a hurry and they're just like, they're going to be in a bad mood, well, they show it to me. It's like, I'm in a hurry, I give them their stuff. It's sure</p>
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<p>n'importe quoi. Puis je vais lui dire, prenez votre temps et si vous avez des questions, n'hésitez pas. Là, ils s'adressent, ils prennent leur temps puis après, dès que je remarque qu'ils ont fait leur choix, je reviens puis je prends leur commande. OK. Excellent. La prochaine question, c'est comment est-ce que tu gères quand il y a des demandes personnalisées, par exemple des autres laits ou des autres sirops, etc.? Je travaille beaucoup avec les tickets. À chaque fois qu'on prend une commande, il y a un ticket qui s'imprime. [Speaker 2] OK. [Speaker 1] Et puis je le mets à un endroit où je peux voir la commande puis je la relis plusieurs fois la commande avant de donner à la personne. Et puis quand... Parce que normalement, quand quelqu'un prend une commande d'un café, tu mets un lait d'avoine grand avec sirop fraise puis ça s'affiche sur le ticket. [Speaker 2] OK. [Speaker 1] Mais parfois, ce n'est pas toujours updaté. Donc après, dès qu'il y a une différence que je n'ai pas pu imprimer, je vais rajouter au stylo en grand. Et puis aussi, à chaque fois que j'amène la boisson à la personne, je répète ce qu'ils ont dit. [Speaker 2] OK. [Speaker 1] Comme ça, je m'assure que... Je le répète plusieurs fois. Comme ça, je m'assure que s'ils me disent ça, ça ne va pas, je l'ai dit, c'est avant qu'ils le boivent. [Speaker 2] Oui. [Speaker 1] Donc à chaque fois que j'amène une boisson, je</p>	<p>that sometimes there are mistakes. It's especially in moments like that that, like, the sandwich, I cook it a little less. Or the coffee is going to be less well heated. With the right mood. Because I'm just stressed and I'm like. I think they prefer to have their order done perfectly. At that moment. Okay. Excellent. My next part of the question is about the order forms. So, it would be like at McDonald's. Forms where customers can make the order themselves. And so, it's a little bit about knowing what you think about it. And what you see, positive and negative. So, the first question is. What are your first impressions of implementing that? Order forms in cafes. Well, it depends on which cafe. I think in my cafe, there's not much use for that. And then, I think it would even be a shame. Because people, since it's a family cafe. People come to make contact. Really. Like, especially some elderly people. You can see that they're there to sit down and eat their cinnamon bread. Or I don't know what. No, but like, they really want to talk to me. Really, like, they're really happy that I'm here. You can see it. They just sit down, they eat, then they look at me. [Speaker 2] Then they look at everything that happens. [Speaker 1] Yeah. It's like the activity of their day. And then also, I think my customers are way too complicated to be overwhelmed. [Speaker 2] Okay. [Speaker 1] Like, it's really like. They always have so many</p>
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<p>vais leur répéter tous les détails. Matcha glacé avec sirop de vanille et lait d'avoine. [Speaker 2] OK. [Speaker 1] C'est un peu ma technique. Comme ça, s'il y a une erreur, ils me le disent tout de suite. [Speaker 2] OK. Excellent. [Speaker 1] Oui. Et je le dis aussi pendant la commande à l'ordi. Je répète la commande pour m'assurer. Et parfois, les gens oublient beaucoup, étonnamment, ils me disent... Ils oublient... Ils oublient de me dire qu'ils ne peuvent pas avoir du lait de vache. [Speaker 2] OK. [Speaker 1] J'ai même pris parfois le réflexe de demander à la caisse avec lait de vache pour confirmer. [Speaker 2] OK. [Speaker 1] Et les gens me le disent. Ah non, c'était avoine. OK. OK. Ma prochaine question, c'est comment est-ce que tu gères quand il y a... Tu as un petit peu répondu. Quand il y a un client qui demande des suggestions. Oui. Ben... Parfois, il me demande ce que moi, j'aime personnellement. Ou parfois, moi, je leur demande qu'est-ce que vous aimez. Qu'est-ce que... Tu sais. Parfois, il y en a des, ils voient avec ce que moi, je suggère. OK. Puis... Puis... Parfois, je leur suggère genre Ah, ça, c'est beaucoup vendu. Ah, ça, c'est un de nos préférés. [Speaker 2] OK. [Speaker 1] Excellent. Ensuite, c'est... Comment est-ce que tu gères quand il y a des clients qui sont pressés ou qui sont désireux d'être servis rapidement? [Speaker 2] Oui. [Speaker 1]</p>	<p>questions. Like. Even sometimes, people make me pass them the milk so that they can look at the ingredients. It's crazy. Wow. Like, you can. Like, really. No, you can cut that for me, but in this way. So people are very. Like the girl who tells me that she wants coffee, but not coffee. It would never work with a Borg. [Speaker 2] Yes. [Speaker 1] But. So, I think that for Starbucks, it could be conceivable. It would be conceivable, but for me, I think it would lose a lot of the soul of coffee. Especially me, it would really make my job worse. I find it really sad that I only have tickets. I have a bit of that with Uber. There is Uber, and it took a ticket. And I don't like it at all. It's really like, I'm just making a coffee for someone I don't see. I don't know who it is, I don't have contact. He didn't ask me any questions. For me, it would take away my job, and for them, it would take away their experience. Ok. Interesting. It's good that people don't want to see me. The next question is, how do you think that if it was implemented, it would change the customer's experience? For sure, for people who are a bit stressed, maybe they would like it. But when you're not used to it, it takes more time to find out where it is. It's put in different categories. So if I'm at the cashier and he says, here's your sandwich, it's me who has to do that for him. And I know where it is. [Speaker 2] Yes. [Speaker 1] So I think it might appeal</p>
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<p>Euh... C'est pas toujours facile parce qu'ils sont pas toujours gentils. [Speaker 2] Hum-hum. [Speaker 1] Justement, spécifiquement, eux. Euh... Quand je vois qu'ils sont vraiment pressés, ben je... Parfois, j'essaye de comme prévenir. Alors je suis genre Ah, il y a beaucoup de monde. Ça va prendre un petit peu de temps. Puis alors après, ils vont comme rendre leur commande plus petite. [Speaker 2] OK. [Speaker 1] Genre, ça va prendre ta-ta-ta. Puis ils sont genre OK, non, c'est bon. Fais juste le café. [Speaker 2] Hum-hum. [Speaker 1] Je suis genre... Ou s'ils ont déjà commandé, ils sont pressés, ils me regardent. Ben, j'essaye de me dépêcher. Mais... Je suis quand même comme... Il y a quand même une ligne de tickets. Hum-hum. La personne numéro 3, elle peut pas aller avant la commande numéro 2. [Speaker 2] Hum-hum. [Speaker 1] Sauf si c'est remporté. Les commandes pour remporter sont plus rapides. On essaie de les faire plus rapidement. [Speaker 2] OK. [Speaker 1] Euh... Mais... J'essaye de pas trop les regarder. Hum-hum. Donc... Parfois, je leur dis, quand je vois qu'ils sont pressés mais ouverts à être gentils, je leur dis Ah, je suis désolée. Ah, ça arrive. Merci pour votre patience. [Speaker 2] Hum-hum. [Speaker 1] Puis quand ils sont pressés puis ils sont juste genre... Ils vont être de mauvaises humeurs, ben, ils me le montrent. Puis...</p>	<p>to a very small group of customers once again. I can compare. Yesterday, I had a client who was a guy who didn't want to talk at all. And I said to myself, maybe it would appeal to this group of customers. They're not there for a social contact, but they're just there to have a coffee. But once again, it's really a minimal part of the clients I have. I have very few clients who are looking for a social contact. Almost all my clients are looking for a social contact. Ok, excellent. And would you consider putting the order forms in your coffee? Not necessarily if it was you who decided everything. But do you think it's conceivable in this configuration that you have of coffee? No, I don't think it would work at all. Especially since we're not in a big city. It's all the opposite of the goal of the boss. Whether the person can go fast, whether there are a lot of orders. So it's great for McDonald's, for example. But once again, for my coffee, it's not at all like that. And on top of that, there's just one employee. So if you get 10 orders at the same time, it doesn't change the efficiency of the place. It's just that you don't have a contact with the person. And do you have any concerns if it was introduced? Or what advantages can you see? If it was introduced in my coffee, not in someone else's. Well, once again, that's it. I think it would make the coffee less alive. It would make the coffee more non-social. It's one of the reasons why</p>
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<p>C'est genre... Je me dépêche, je leur donne leur truc. [Speaker 2] Hum-hum. [Speaker 1] C'est sûr que parfois, il y a des erreurs. Comme ils... C'est surtout dans les moments comme ça que... Que... Genre, le sandwich, je le cuis moins un peu ou... Le café va être moins bien... Chauffé. Hum-hum. Avec la bonne mousse. [Speaker 2] Hum-hum. Parce que... [Speaker 1] Je suis juste stressée puis je suis genre... Si... Je pense qu'eux, ils préfèrent avoir leurs commandes que ce soit parfaitement fait. Hum-hum. Hum-hum. OK. Excellent. Ma... Prochaine partie de question, c'est sur les bonnes... Les bornes de commandes. Du coup, ce serait... Comme au McDonald's, des bornes où les clients, ils peuvent faire par eux-mêmes la commande. Et du coup, c'est un peu savoir qu'est-ce que t'en penses et ce que tu vois de positif et de négatif. Du coup, la première question, c'est quelles sont tes premières impressions d'implémenter ça, des bornes de commandes, dans les cafés? Hum-hum. Bien, c'est sûr que ça dépend quel café. [Speaker 2] Hum-hum. [Speaker 1] Je pense que dans mon café, il n'y a pas trop d'utilité à ça. [Speaker 2] Hum-hum. [Speaker 1] Et puis, je pense que même ce serait dommage parce que les gens, justement, vu que c'est un café familial, les gens viennent pour du contact. [Speaker 2] Hum-hum. [Speaker 1] Vraiment. Genre, surtout, certaines</p>	<p>people go to this cafe. If they want to get out of their homes, to work in a cafe. It's all about that. The goal of our coffee. So that would be my concern. My concern is that where is the contact with the barista? For the person and for the barista who makes the coffee. The advantage would be that the orders are more organized. Because the person can't say on the spot. Like, can you show me the milk? Maybe the customers would allow less with the bar than with me. So that would be an advantage. The orders would be more precise. The person would be more able to make his decisions. Instead of always asking me everything. And almost telling me, make me a coffee without coffee. [Speaker 2] Why are you telling me that? [Speaker 1] It's a bit crazy. And my last question is. How do you think it can affect the role of the barista if it's introduced? What would change in your responsibilities and what you do? I think that for me, I would be more attached to the customer. For me, I'm responsible for answering his needs. To bring him a lot of things. But if your customer doesn't come to you. Then you have this contact of, hello, what can I do for you? Then you answer his order. You see how he is already. Then you will bring him. If it's the bar, my customers would just be tickets. They would no longer have a personality. Because I would bring them their products. And then there would be no</p>
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<p>personnes âgées, ça se voit qu'ils sont là pour s'asseoir, manger leur pain à la cannelle ou je ne sais pas quoi. Et ils... Non, mais genre, ils veulent vraiment me parler. [Speaker 2] Hum-hum. [Speaker 1] Vraiment, genre, ils sont vraiment heureux que je sois là. Ça se voit, ils s'assoient juste, ils mangent, puis ils me regardent, puis ils regardent un peu tout ce qui se passe. [Speaker 2] Hum-hum. [Speaker 1] Ouais. C'est genre l'activité de leur journée. [Speaker 2] Hum-hum. [Speaker 1] Et puis aussi, je pense que mes clients sont beaucoup trop compliqués pour être à des bornes. [Speaker 2] OK. [Speaker 1] Genre, c'est vraiment, genre, ils ont tout le temps tellement de questions. Genre, même parfois, les personnes me font leur passer le lait pour qu'ils puissent regarder les ingrédients. Ça fait souvent. Hum-hum. OK. Genre, tu peux, genre, vraiment, tu peux me couper ça, mais de cette façon-là. Hum-hum. Genre, comme la fille qui me dit qu'elle veut du café mais pas du café. Humhum. Ça arriverait, ça marcherait jamais avec une borne. [Speaker 2] Oui. [Speaker 1] Mais, donc je pense que pour Starbucks, ça pourrait être envisageable, mais... Ça pourrait être envisageable, mais pour moi, je pense que ça perdrait beaucoup l'âme du café. Surtout, moi, ça rendrait vraiment nul mon travail. Je trouve ça vraiment triste que j'aie juste des tickets. Parce que j'ai un</p>	<p>contact. It would just be, ticket, I bring, over. Ticket, I bring, over. It would just be making food for a ticket. And people would no longer. So I think that for me, my role would change. Because even the customer, for me, would have less importance. Because he would have just become an order. He would no longer be this lady I spoke to, who was nice. Who told me about his son. It would be, I have to make this sandwich for this ticket. I think I would be less likeable too. Because I would just be in a bit of a robot mode. Like, I make sandwiches, I make latte, I make. I think that for me, my role would change. I would no longer be. Because for me, as a barista, I see myself as. It's my goal to make the person have a good experience too. Because otherwise, what is it? You just make coffee. Be nice to the world. So for me, my role would really just be. Making coffee, cleaning. Then I would no longer have the social aspect. Which is the reason why I also love this job. Excellent. I would no longer have too much value, I think. For me, it doesn't have much meaning. [Speaker 2] Excellent. Thank you for being so well answered.</p>
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peu ça avec Uber. Il y a Uber, puis ça a pris des tickets. Puis j'aime pas du tout. C'est vraiment genre, je fais juste un café pour quelqu'un que je vois pas. Je sais pas qui c'est, j'ai pas de contact. Il m'a pas posé des questions. Moi, ça enlèverait à mon travail, puis eux, ça enlèverait à leur expérience. Ok. Intéressant. Regarde, les gens, ils veulent pas me voir. La prochaine question, c'est... Comment est-ce que tu penses que si c'était implémenté, ça changerait l'expérience du client? C'est sûr que pour les gens un peu stressés, peut-être qu'ils aimeraient. Mais après, quand t'as pas l'habitude, ça prend parfois plus de temps à chercher partout où c'est les trucs. Parce que c'est mis dans des catégories différentes. Donc, dire que si moi, je suis à la caisse, puis il me dit, là, tes sandwichs, c'est moi qui dois faire ça pour lui. Puis je sais où c'est. [Speaker 2] Oui. [Speaker 1] Donc, même pas... Je pense que... Je pense que ça plairait peut-être à une très petite tranche de clients, une fois de plus. Je peux comparer... Hier, j'ai justement eu un client, c'était un gars qui voulait pas du tout parler. Puis je me dis, peut-être ça plairait à cette tranche de clients où ils sont pas là pour un contact social, mais ils sont juste là pour avoir une soirée. Mais une fois de plus, c'est vraiment une partie minime des clients que j'ai. J'ai très peu de clients qui cherchent pas un contact. Après, c'est tous mes clients que je

cherche pour un contact. OK. Excellent. Et... Qu'est-ce que... Est-ce que... T'as un peu répondu, mais est-ce que t'envisagerais introduire les bornes de commande dans ton café ? Enfin, pas forcément si c'était toi qui décidait tout, mais est-ce que tu penses que c'est envisageable dans cette configuration que t'as de café ? Non. Non, très... Genre, vraiment, je pense pas que ça marcherait du tout. Surtout parce qu'on n'est pas aussi dans une grande ville. C'est ça, c'est comme... C'est tout au contraire de le but d'une borne. Que la personne puisse aller vite, qu'il y ait beaucoup de commandes. C'est génial pour le McDonald's, par exemple, mais une fois de plus, pour mon café, c'est pas du tout par rapport à ça. Et en plus, il y a juste un employé, donc... Si tu reçois 10 commandes en même temps, ça change pas l'efficacité de l'endroit. C'est juste que t'as pas eu contact avec la personne. Et est-ce que t'as des préoccupations si c'était introduit ? Ou quels avantages tu peux quand même voir ? Si c'était introduit dans mon café, pas dans un autre. Oui. Une fois de plus, c'est ça. Je pense que ça rendrait le café moins vivant. Ça rendrait le café plus, genre, sans interaction sociale. C'est un des buts de pourquoi les gens vont à ce café. C'est parce qu'ils veulent sortir de chez eux, travailler dans un café. C'est tout par rapport à ça, le but de notre café. Donc

ça, ce serait ma préoccupation, c'est qu'il ait eu le contact avec la barista. Après, pour la personne et pour la barista qui fait le café. Et puis, le côté... L'avantage, ce serait peut-être que les commandes sont plus organisées, parce que la personne peut pas dire à la borne, genre, tu peux me montrer le lait d'avoine ? Peut-être que les clients se permettraient moins avec la borne qu'avec moi. Donc ça, ce serait un avantage, ce serait que les commandes seraient plus précises et la personne serait plus peut-être à prendre ses décisions au lieu de toujours tout demander à moi. De presque me dire, fais-moi un café sans café. [Speaker 2] Pourquoi tu me dis ça ? [Speaker 1] C'est un peu fou. Et ma dernière question, c'est, comment est-ce que tu penses que ça peut affecter le rôle de barista si c'est introduit ? Qu'est-ce qui changerait dans tes responsabilités et ce que tu fais ? Je pense que pour moi, je serais plus attachée au client. Pour moi, je suis responsable de répondre à ses besoins, de lui apporter beaucoup de choses. Mais si ton client, il vient pas vers toi, puis t'as ce contexte de, bonjour, qu'est-ce que je peux faire pour vous ? Puis tu réponds à sa commande, tu vois comment il est un peu déjà, puis tu vas lui apporter. Si c'est le bord, mes clients, ce serait juste des tickets. Ils auraient plus de personnalité, parce que je leur amènerais leurs produits, puis il y aurait pas un contexte.

<p>Ce serait juste, ticket, j'amène, fini. Ticket, j'amène, fini. Ce serait juste faire une nourriture pour un ticket. Les gens auraient plus... Donc je pense que pour moi, mon rôle changerait, parce que même le client pour moi aurait moins d'importance. Parce qu'il serait plus devenu une commande. Il serait plus cette dame à qui j'ai parlé, qui était gentille, qui m'a parlé de son fils. Ce sera, je dois faire ce sandwich pour ce ticket. Je pense que je serais moins aimable aussi, parce que je serais juste en mode un peu robot, genre je fais des sandwiches, je fais lattes, je fais... Je pense que mon rôle changerait, je serais plus... Parce que pour moi, en tant que barista, je me vois comme... C'est mon but de faire que la personne ait une bonne expérience aussi, parce que sinon, c'est quoi ? Tu fais juste du café, sois gentille au monde. Donc pour moi, mon rôle, ce serait vraiment juste faire du café, du ménage. Puis j'aurais plus l'aspect social, qui est la raison pour laquelle je pense que j'aime ce travail. J'aurais plus trop de valeur, je trouve. Pour moi, ça n'a pas beaucoup de meaning. [Speaker 2] C'est ce que je veux dire.</p>	
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## 6.7 Respondent G

For the initial transcription of the interviews, the AI tool TurboScrib was used.

*Speaker 1: Respondent G*

*Speaker 2: Audrey Joly*

This respondent is French-speaker and the interview was conducted in French. Initially, translations were performed using the DeepL Translator tool. ([www.deepl.com/translator](http://www.deepl.com/translator)).

French	English
<p>[Speaker 2] Quel est ton rôle en tant que barista ? [Speaker 1] Recharger le terrain, si je pouvais le dire comme ça. Et en fonction des responsabilités spécifiques, elles dépendent de nos horaires. Donc par exemple, si je fais l'ouverture, je vais être rechargée degré à le magasin, donc préparer le terrain pour l'ouverture. Si je fais la fermeture, je ferme le magasin, donc faire la clôture du terrain pour la fermeture. [Speaker 2] Ok, ok, d'accord, excellent. Et est-ce que vous pourriez me dire dans quel quartier, enfin quel type de quartier est votre café ? [Speaker 1] Alors, le Boréal dans lequel je travaille spécifiquement, c'est celui de la gare, la gare Coravin. Après, j'ai aussi été amenée à travailler dans les eaux de Boréal, qui sont dans des quartiers différents. Donc il y a la Vaudustan, il y a aussi les eaux-vives dans lesquelles j'ai pu travailler. Mais principalement, je suis</p>	<p>[Speaker 2] What is your role as a barista? [Speaker 1] Reload the field, if I can say it like that. And depending on the specific responsibilities, it depends on our schedules. So for example, if there is an opening, it can be loaded right away at the store, so prepare the field for the opening. If there is a closure, I close the store, so close the field for the closure. [Speaker 2] Okay, okay, okay, excellent. And could you tell me in which neighborhood, well, what type of neighborhood is your café? [Speaker 1] So the Boreal in which I work specifically is that of the station, the Coravin station. After that, I was also brought to work in the other Boreal, which are in different neighborhoods. So there is the Rue du Stam, there are also the Eaux-Vives, which are in which I was able to work. But mainly, I am at the station. [Speaker 2] Okay, okay. And can it change location often? [Speaker 1] So in</p>

<p>à la gare. [Speaker 2] Ok, d'accord. Et ça peut changer souvent d'emplacement ? [Speaker 1] Alors, en fait, les équipes, elles sont fixes dans les Boréales respectives. Sauf quand, du coup, il faut dépanner, par exemple, parce qu'il y a une personne qui est malade dans un autre shop. Donc on va demander si on peut dépanner la personne. Et là, ça change. Mais c'est occasionnel, ce n'est pas fixe. [Speaker 2] Ok, d'accord, super intéressant. Merci. Ma prochaine question, c'est, à votre avis, qu'est-ce qui rend votre café spécial par rapport aux autres aux alentours ? [Speaker 1] Alors, pour le coup, le Boréal de la gare, je vais justement parler celui de la gare, c'est un café de spécialité. Donc en termes de qualité de café, on parle d'un café qui est audessus de la norme. Si, par exemple, je compare au Starbucks, par exemple, c'est déjà la qualité du café et aussi l'espace de la gare, comment il est agencé, l'ambiance qui règne. Elle est plutôt décontractée. Donc ça rajoute aussi quelque chose, je trouve, qui se démarquerait des autres cafés qu'on peut trouver aux alentours. Parce qu'il y a aussi un espace, par exemple, il y a une terrasse extérieure sur les deux extrémités. Du coup, ça peut changer par rapport aux cafés des alentours. Et voilà. [Speaker 2] Ok, d'accord. Et est-ce que vous faites à l'emporter et sur place, c'est ça ? [Speaker 1] Oui, c'est ça. [Speaker 2]</p>	<p>fact, the teams are fixed in the respective Boreal, except when, suddenly, it is necessary to defan, for example, because there is a person who is sick in another shop, so we will ask if we can defan the person. And then it changes. But it's occasional, it's not fixed. [Speaker 2] Okay, okay, super interesting. Thank you. My next question is, in your opinion, what makes your café special compared to the others around? [Speaker 1] So, for once, the Boreal de la Gare, so I'm just going to talk about the station, it's a specialty café. So in terms of coffee quality, we're talking about a coffee that's above the norm. Okay. If, for example, I compare it to Starbucks, for example, so it's already the quality of the coffee, and also the, how to say, the space of the station, how it is arranged, the atmosphere that reigns, it is rather relaxed, so it also adds something, I think, that would stand out from other cafés that we can find around, because there is also a space, for example, there is an exterior terrace on both ends. [Speaker 2] Okay. [Speaker 1] So it can change. Okay. Compared to other cafés around. And that's it. [Speaker 2] Okay, all right. And do you have, well, you do on-site and on-site, right? [Speaker 1] Yes, we do that. [Speaker 2] Okay. Do you mainly have on-site, mainly on-site? [Speaker 1] So, frankly, it depends on the seasons. Okay. And it also depends on the time of day. For example, in the</p>
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<p>Est-ce que vous avez principalement du sur place, principalement du à l'emporter ? [Speaker 1] Alors franchement, ça dépend des saisons et aussi ça dépend du moment de la journée. Par exemple, le matin, vu que c'est beaucoup les travailleurs qu'il y a dans les alentours, donc dans les entreprises ou des personnes qui se rendent au travail et s'arrêtent par la gare, ou par exemple des pendulaires, là on aura beaucoup d'emporter. Mais par exemple, durant l'après-midi, il y aura un peu plus de sur place. Et en été, c'est beaucoup d'emporter, je dirais. Mais il y a aussi du sur place et c'est des gens qui consomment à l'extérieur. Donc ça dépend vraiment, c'est variable. [Speaker 2] Excellent, merci. Et est-ce que vous pourriez me dire quels sont deux défis liés à votre travail que vous rencontrez actuellement ? [Speaker 1] Alors, moi je dirais que c'est un travail qui est quand même physique. Donc personnellement, je ne pourrais pas dire qu'en mon cas que j'ai pu rencontrer des problèmes physiques, mais j'ai des collègues par exemple qui peuvent souffrir de mal de dos, les articulations aussi. Donc en fonction de si on travaille de manière plus ou moins intense à cause du flux de personnes, ça peut être lourd physiquement. Quand c'est l'été, il fait chaud, donc c'est à considérer. Et le deuxième défi, je dirais que c'est plutôt</p>	<p>morning, since it's a lot of workers around, so for businesses or people who go to work and stop at the station, or for example pendulums, there we will have a lot of on-site, but for example, during the afternoon, there will be a little more onsite. And in the summer, it's a lot of on-site, I would say. But there is also on-site, and it's people who do it outside. Okay. So it really depends. Okay. It's variable. [Speaker 2] Excellent. Thank you. And could you tell me, what are two challenges related to your work that you are currently facing? [Speaker 1] So, I would say that it is a job that is still physical. [Speaker 2] Okay. [Speaker 1] So, personally, I couldn't say that I have encountered physical problems, but I have colleagues, for example, who can have back pain, joints too. [Speaker 2] Okay. [Speaker 1] So depending on whether we work more or less intensely because of the flow of people, it can be physically heavy. [Speaker 2] Okay. [Speaker 1] And when it's summer, it's hot, so it's something to consider. And the second challenge, I would say that it's rather mental. [Speaker 2] Okay. [Speaker 1] Since we are brought to meet local customers or tourists or a lot of people, basically, at the relational level, it can impact you. You can have a personality that is very extroverted, for example, compared to people you are going to serve, who can be cold or rude, it can impact you</p>
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<p>mental. Vu qu'on est amené à rencontrer de la clientèle qui est locale, des touristes ou d'autres, beaucoup de monde en gros, au niveau du relationnel, ça peut t'impacter. Tu peux avoir une personnalité qui est très extravertie par exemple, par rapport aux gens que tu vas servir, qui peuvent être froides ou malpolies, ça peut t'impacter mentalement. Donc dans ce sens, je dirais. [Speaker 2] D'accord, merci. La prochaine partie de mes questions, c'est sur la clientèle. J'ai une question, c'est quelles sont les préférences ou les demandes courantes que les clients ont ? Quelles sont leurs commandes les plus fréquentes ? [Speaker 1] Pour les clients, ce qui est intéressant, c'est que vu que c'est souvent des personnes habituées, tu fréquentes un café régulièrement dans la semaine, quotidiennement, ça va souvent être les mêmes commandes. Par exemple, tu peux avoir la personne qui vient tous les matins et qui va toujours prendre son latté. Je dirais que c'est difficile à dire, parce que les gens ont leurs habitudes, et ça c'est de façon psychologique, coéconomique. Donc je dirais que c'est souvent des cappuccinos, des flat whites, et des cafés allongés. Et aussi les expresso, c'est ce qui revient le plus souvent. Et ça c'est en version chaude, peu importe la saison. [Speaker 2] Ok, excellent. Et est-ce que tu pourrais me décrire trois types de clients ? Par</p>	<p>mentally. [Speaker 2] Okay. [Speaker 1] So in that sense, I would say. [Speaker 2] Okay. Okay, thank you. The next part of my questions is about the clientele. Okay. So, I have a question, what are the preferences or common requests that customers have? What are their most frequent orders? [Speaker 1] So, in fact, for customers, what is interesting is that since they are often used to people who frequent the café regularly, so in the week, daily, it will often be the same orders. So, for example, you can have the person who comes every morning and who will always take his latte, so I would say that it is difficult to say because people have their habits and that is in a psycho-economic way. [Speaker 2] Yes. [Speaker 1] So, I would say that it is often cappuccinos, if I had to do it like that on the table, cappuccinos, flat whites. [Speaker 2] Okay. [Speaker 1] And iced coffees. [Speaker 2] Okay. [Speaker 1] And also espressos, that's what comes back most often. [Speaker 2] Okay, okay. [Speaker 1] And that's in a hot version, whatever the season. [Speaker 2] Okay. [Speaker 1] It will often be that. [Speaker 2] Okay. Excellent. And could you describe three types of customers to me? For example, how old they are, or if there are mothers or students, you said workers. [Speaker 1] So, I would say that there are about three main types of customers, so you really have the workers</p>
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<p>exemple, à peu près quel âge ils ont ? Ou s'il y a des mamans ou des étudiants, tu disais des travailleurs ? [Speaker 1] Alors du coup, moi je dirais qu'il y a à peu près trois principaux types de clients. Donc t'as vraiment les travailleurs, donc des alentours. Et pour la gare, en fait, t'auras souvent des avocats, des avocates, des personnes qui travaillent dans le monde de la finance, parce qu'il y a des bureaux à côté, donc on va dire de classe moyenne à moyenne supérieure, à peu près. Dans la 40, des femmes et hommes en 35 et 50 ans, je dirais, à peu près. Après t'auras les étudiants. Et du coup, t'as des étudiants soit du cycle, mais il n'y en a pas beaucoup, soit c'est des étudiants universitaires, donc je dirais entre 14 et 25 ans, cette tranche d'âge, un comme femme. Et après t'auras les clients que je dirais qui sont de passage, des touristes. Et pour le coup, ça, ça va beaucoup être des personnes dans la trentaine. Et je dirais entre 25 et 30 ans, des touristes assez jeunes quand même. [Speaker 2] Et donc là, souvent, vous devez utiliser l'anglais ? [Speaker 1] Ouais, exactement, le anglais, principalement l'anglais. [Speaker 2] D'accord, excellent. Ma prochaine question, c'est, est-ce que tu pourrais me décrire quel est le processus typique d'une interaction avec un client du moment où il entre jusqu'à ce qu'il part ? [Speaker 1] Alors le processus, c'est qu'il</p>	<p>around, and for the station, in fact, you will often have lawyers, lawyers, people who work in the world of finance, because there are offices nearby, so we will say from middle class to upper middle class. Okay. In the 40 women and men in 35 and 50 years, I would say, roughly. Then you will have the students, and suddenly you have students either of the cycle, but there are not many, either they are university students, so I would say between 14 and 25 years, this range of age, men and women. And then you will have the customers, which I would say are tourists. [Speaker 2] Okay. [Speaker 1] And for once, it's going to be a lot of people in their thirties. [Speaker 2] Okay. [Speaker 1] And I would say between 25 and 30 years. [Speaker 2] Okay. [Speaker 1] Quite young tourists anyway. [Speaker 2] Okay. [Speaker 1] Okay. [Speaker 2] And so often you must use English? [Speaker 1] Yeah, exactly. [Speaker 2] Okay. [Speaker 1] Yes, English. [Speaker 2] Okay. [Speaker 1] Mainly English. [Speaker 2] Okay. Excellent. My next question is, can you describe to me what is the typical process of an interaction with a client, from the moment he enters until he leaves? [Speaker 1] So the process is that he enters, we say hello, he answers or he does not answer. Then he asks me what he wants, so here it is. When it's a regular customer, we usually note directly. [Speaker 2] Okay. [Speaker 1]</p>
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<p>entre, on dit bonjour, il répond ou il répond pas. Ensuite, il demande ce qu'il désire, donc la voici. Quand c'est un habitué, en général, on note directement. Quand c'est quelqu'un qui est de passage, on lui demande. S'il faut préciser, on précise par exemple le nombre de shots de café qu'il y a en latté par exemple. Ensuite, on encaisse, on lui dit que ce sera prêt au bout du bar. La personne qui est chargée de préparer le café, elle le prépare. Et ensuite, elle le pose au bout du bar, soit dans un récipient emporté, soit sur des verres sur place. Et après, on dit au revoir et merci, et il répond ou il répond pas. [Speaker 2] D'accord, merci. Et comment est-ce que tu dirais que ce processus-ci change quand il y a du rush ou quand il y a beaucoup de monde ? [Speaker 1] Alors justement, je dirais que ça change en fonction du type de clientèle, donc les habitués par exemple. Là, tu vas beaucoup plus interagir avec parce que tu les vois vraiment tout le temps. Entre le bonjour et le au revoir, tu peux parler de la pluie et du beau temps. Et quand c'est en rush aussi, on peut prendre le temps. Pour nous, c'est différent les rushes parce que t'as des rushes où on va être chill, donc on va juste gérer avec un rythme normal. Et d'autres où on va être un peu plus speed et du coup, ça va être très succinct les interactions, que ce soit les personnes habituées ou pas. Donc ça va vraiment dépendre de la dynamique sur le terrain.</p>	<p>When it's someone who is passing by, we ask him if they need to be specified. For example, we specify the number of shots of coffee that there is in a latte, for example. Then we check, we tell him that it will be ready at the end of the bar. The person in charge of preparing the coffee, she prepares it and then she puts it at the end of the bar. So either in a container, or in glasses on the spot. [Speaker 2] Okay. [Speaker 1] And then we say goodbye and thank you, and he answers or does not answer. Okay. [Speaker 2] Okay. Thank you. And how would you say that this process changes when there is rush or when there are a lot of people? [Speaker 1] So precisely, I would say that it changes depending on the type of customer, so the regular customers for example. There you will interact a lot more with them because you see them all the time. Yes. So it can be between the good morning and the goodbye, you can talk about the rain and the beautiful weather. And when it's in a rush, we can also take the time. For us, it's different, the rushes, because you have rushes where we're going to be chill, so we're just going to manage with a normal rhythm. Yes. And others where we're going to be a little suspicious and suddenly it's going to be very succinct, the interactions. [Speaker 2] Okay. [Speaker 1] Whether it's the usual people or not. [Speaker 2] Okay. [Speaker 1] So it's really going to depend</p>
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<p>Ça c'est plus lié à la dynamique sur le terrain en fonction avec qui tu travailles, en fonction de l'humeur des gens, en fonction de la ligne, du rush. Tout dépend. [Speaker 2] D'accord, intéressant. Et puis ma prochaine question, c'est comment est-ce que tu gères ou vous gérez quand les clients prennent beaucoup de temps à choisir, ils sont indécis et ils savent pas forcément ce qu'ils veulent ? [Speaker 1] Justement, on prend notre temps, je trouve, de manière générale. Par exemple, en scénario, le client il entre, vu qu'il connaît pas la carte, il va mettre du temps et il va dire « je sais pas encore ce que je veux ». On va dire « pas de souci, prends ton temps, si jamais t'as des questions, tu peux nous les poser ». On va souvent être dans le mouvement, dans le tutoiement et aussi dans le mouvement d'ailleurs. Et après, du coup, quand la personne, elle a fait son choix, elle nous dit qu'elle est prête à commander, là, on réceptionne sa commande. Mais en général, on va vraiment la laisser prendre le temps qu'il faut. [Speaker 2] Ok. Y'a pas de rush. Ok, d'accord. [Speaker 1] Même s'il y a une queue immense, on prend du temps. [Speaker 2] Ok, excellent. Et comment est-ce que vous gérez quand y'a des clients qui demandent de personnaliser leur café, par exemple, avec des laits différents ou des sirops ? [Speaker 1] Alors, en général, du coup, ça, ça vient aussi dans les questions qu'ils</p>	<p>on the dynamics on the ground. It's more related to the dynamics on the ground, depending on who you work with, depending on people's mood, depending on the rush, it all depends. [Speaker 2] Okay, interesting. And then my next question is, how do you manage or do you manage when customers take a lot of time to choose, they are indecisive and they don't necessarily know what they want? [Speaker 1] So, we take our time, I think, in general. Sometimes, for example, in a scenario, the client comes in, since he doesn't know the card, he's going to take some time and he's going to say, I don't know what I want yet. We're going to say, no problem, take your time. If you ever have any questions, you can ask me. We will often be in the movement, in the tutoing and also in the movement. And then, when the person has made their choice, they tell us they are ready to order. We receive your order. But in general, we're really going to let her take the time she needs. [Speaker 2] Okay. There's no rush. Okay, okay. [Speaker 1] Even if there's a huge queue, we take our time. [Speaker 2] Okay. Excellent. And how do you handle it when there are clients who ask to customize their coffee, for example, with different milks or syrups? [Speaker 1] So, in general, it also comes down to the questions you ask me. So, for example, you have a person who orders a latte, you know? And we're going</p>
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<p>nous posent. Donc, par exemple, t'as une personne qui commande un latté, tu vois, et on va lui demander si elle veut. Soit on lui demande directement si elle veut un lait en particulier et on lui liste les laits qu'on a. Soit elle le dit d'elle-même et du coup, on le sait. Et si, par exemple, elle dit un lait qu'on n'a pas, on va lui donner les options qu'on a. Et lui dire, ah, malheureusement, on n'a pas ce lait, mais il m'aurait ça, ça, ça comme option à la place. Et là, du coup, elle choisit. [Speaker 2] Ok, excellent. Et est-ce que vous avez souvent des clients qui vous demandent des suggestions ? Et comment vous gérez ? [Speaker 1] Alors, ça, c'est plutôt... Je dirais pas que c'est rare. Ça arrive pas tout le temps. Dépendamment des suggestions, on part du principe que c'est à peu près faisable. Par exemple, les touristes, tu vois, il y a des personnes... Typiquement, en été, à Genève, il y a une communauté saoudienne qui voyage, tu vois. Et du coup, eux, ils ont l'habitude d'avoir, par exemple, leur cortado avec du lait concentré, tu vois. Et on l'a fait, nous, ici, mais il y a déjà eu un client qui l'a ramené. Et donc, on l'a ajouté au café. Et là, parce qu'il l'avait avec lui, on l'a fait. Mais ça, c'est donc un cas qui est assez exceptionnel. J'ai déjà eu une dame qui a ramené aussi son lait d'amande, mais ça, c'est exceptionnel. Et sinon, quand c'est dans la mesure du faisable, donc en</p>	<p>to ask her if she wants it. Either we ask her directly if she wants a particular milk and we tell her what milk we have. Either she says it herself and we know it. And if, for example, she says a milk that we don't have, we're going to give her the options that we have. And say, unfortunately, we don't have this milk, but we would have that, that, that as an option instead. And then, she chooses. [Speaker 2] Okay. Excellent. And do you often have clients who ask you for suggestions? And how do you handle it? [Speaker 1] So, that's pretty ... I wouldn't say it's rare. It doesn't happen all the time. [Speaker 2] Okay. [Speaker 1] Depending on the suggestions, we assume that it's pretty much doable. For example, tourists, you see, there are people ... Typically, in the summer, in Geneva, there is a Saudi community that travels, you see. [Speaker 2] Okay. [Speaker 1] So, they are used to having, for example, their cortado with concentrated milk, you see. And, well, we don't have it here, but there has already been a client who brought it. And so, we added it to the coffee. [Speaker 2] Okay. [Speaker 1] And there, because he had it with him, we did it. But that's a pretty exceptional case. I've already had a lady who brought her almond milk, but that's exceptional. And otherwise, as far as it's doable, based on what we have on the ground, we can adapt it to us. [Speaker 2] Okay. [Speaker 1] It will depend on the</p>
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<p>fonction de ce qu'on a, nous, sur le terrain, on peut adapter ou non. Ça va dépendre de la demande. [Speaker 2] OK, d'accord. Et comment est-ce que vous gérez quand il y a des clients qui sont pressés ou qui veulent être servis très rapidement ? [Speaker 1] Alors ça, c'est une problématique. Parce que donc, en gros, on va faire au mieux. Sauf qu'en fonction aussi du comportement, personnellement, si la personne, elle est désagréable, c'est pas mon problème. Dans le sens que si tu es pressé, tu as du principe que si t'es pressé et que t'as le temps de venir prendre un café et que tu mets la pression à la personne qui travaille, donc que tu es pas respectueuse, c'est pas vraiment mon problème. Donc soit ça va être pris personnellement, soit on va essayer d'aller dans son sens. Mais ça, ça dépend de chacun. Ça, ça dépend vraiment de chacun. [Speaker 2] OK, d'accord. Et du coup, ma prochaine partie de question, c'est sur les bornes de commande, en fait, comme au McDo, par exemple. Et si les clients, ils seraient contents d'avoir ça dans des cafés. Du coup, ma première question, c'est quelle est ta première impression sur implémenter des bornes de commande dans ton café, dans cette même dynamique ? [Speaker 1] Alors, en fait, moi, je trouve que quand tu parles de bornes de commande, tu dirais que le client, il verrait sa commande et puis il</p>	<p>demand. [Speaker 2] Okay, okay. And how do you handle it when there are clients who are in a hurry or who want to be served very quickly? [Speaker 1] So, that's a problem. Because basically, we're going to do our best. Except that depending on the behavior, personally, if the person is unpleasant, it's not my problem. In the sense that if you are in a hurry, you have the principle that if you are in a hurry and that you have time to come and have a coffee, and that you put pressure on the person who works, so that you are not respectful, it's not really my problem. So either it's going to be very personal, or we're going to try to go in his direction. But that depends on everyone. That really depends on everyone. [Speaker 2] Okay, okay. And so, my next part of the question is about the orders, like at McDonald's, for example. And if the customers would be happy to have that in their coffee. So, my first question is, what is your first impression of implementing order lists in your coffee? In this same dynamic. [Speaker 1] So, in fact, I think that when you talk about order lists, you say that the customer will see his order and then he will go get it. [Speaker 2] Yes, in fact, he can choose directly on the screen what he wants. [Speaker 1] Ah, he would choose. Yes. So, I think that for Boréal, it's a bit useless. In the sense that we are not talking about an ultra-capitalist world chain like Starbucks, where you</p>
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<p>verrait la faire chez les gens. [Speaker 2] Oui, en fait, il peut choisir directement sur l'écran ce qu'il veut. [Speaker 1] Ah, il choisirait. Oui. Alors ça, justement, je pense que pour le Boréal, c'est un peu inutile. Dans le sens où là, on n'est pas en train de parler d'une chaîne ultra capitaliste mondiale comme le Starbucks, tu vois, où tu as un flux de personnes, c'est hyper important. Vu que c'est plus un café local et il y a ce côté relation client qui fait partie de l'expérience du café parce que ça va avec l'ambiance du café, je pense que c'est une mauvaise idée. [Speaker 2] Oui. [Speaker 1] Et que ça ne rentrerait même pas dans le... ça ne fonctionnerait pas, en fait. Ça ne fonctionnerait pas. Par rapport à comment même le fait qu'il est arrangé, ce serait pas possible physiquement de l'implémenter. Et en plus de ça, en termes de qualité de service, je pense que ça diminuerait. [Speaker 2] Ok. Ok. Très intéressant. Et comment est-ce que tu penses que ça pourrait impacter l'expérience du client positivement ou négativement ? [Speaker 1] Ça pourrait complètement la transformer parce que vu que le lieu, il est plutôt COVIDposé, chill. [Speaker 2] Oui. [Speaker 1] Les gens, ils prennent leur temps, ils cherchent quand même l'interaction. Autant que notre qualité de service personnalisée et quotidienne est conviviale, autant le client, il aime nous la</p>	<p>have a flow of people, which is super important. Since it's more of a local coffee, and there is this customer-customer relationship that is part of the experience of the coffee, because it goes with the atmosphere of the coffee, I think it's a bad idea. [Speaker 2] Yes. [Speaker 1] And that it wouldn't even go into the... It wouldn't work, in fact. It wouldn't work. Okay. In terms of how it is arranged, it wouldn't be physically possible to implement it. And on top of that, in terms of quality of service, I think it would decrease. [Speaker 2] Okay. Okay, very interesting. And how do you think it could impact the customer's experience, positively or negatively? [Speaker 1] I think it could completely transform it. Yes. Because since the place is rather cozy, laid out, chill, people take their time, they still look for an interaction. As much as our quality of service is personalized and daily and convenient, as much as the customer loves to give it back to us. So in the end, you see, it would break this relationship a bit, it would give a distance. And whether it's for a rush or for a day where there aren't a lot of people, I think it would completely distort the place. [Speaker 2] Okay. [Speaker 1] So it would be rather negative. [Speaker 2] Very good. And do you see any advantages, in your opinion, that could be implemented? Or in some cafes, maybe not at the same level as yours? [Speaker 1] So, I think there are</p>
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<p>rendre. Donc au final, tu vois, ça casserait un peu cette relation, ça mènerait une distance. Et que ce soit autant pour un rush que pour une journée où il n'y aurait pas beaucoup de monde, je pense que ça dénaturerait le lieu, en fait. [Speaker 2] Ok. [Speaker 1] Complètement. [Speaker 2] Ok. [Speaker 1] Donc ce serait plutôt négatif. [Speaker 2] Oui. Très bien. Et est-ce que tu vois quand même des avantages, selon toi, qui pourraient être implémentés ? Ou dans certains cafés, peut-être pas à la même disposition que le tien ? [Speaker 1] Alors, je pense qu'il y a des cafés qui pourraient en bénéficier. Par exemple, un de nos concurrents, et je mets des guillemets, ok, quand je dis ça. [Speaker 2] Oui. [Speaker 1] Par exemple, Omartine, je ne sais pas si tu connais, c'est aussi un café de spécialité. Puis eux, ils ont aussi la food. Donc par rapport aux différents types de... C'est plus un resto slash brunch café, tu vois. Ça, ça pourrait être intéressant pour eux parce qu'ils ont pas mal de monde. Et du coup, ils ont un service en termes de nourriture. Donc ça, ça pourrait être stylé pour eux. Mais tous les petits cafés un peu barista spécialité, je pense que c'est pas dans le délire, en fait. Ça va pas ensemble. Mais un truc qui ferait brunch, ça pourrait être intéressant. Ça, ça pourrait être toujours intéressant. [Speaker 2] Ok, d'accord. Merci. Et ma dernière question, c'est comment, si à</p>	<p>cafes that could benefit from it. For example, one of my competitors, and I put quotation marks, okay, when I say that. [Speaker 2] Yes. [Speaker 1] For example, Omartine, I don't know if you know. Yes. It's also a specialty cafe. They also have food. So compared to the different types of ... It's more of a restaurant slash brunch cafe, you see. Yes. That could be interesting for them because they have a lot of people and so they have a service in terms of food. So that could be cool for them. But all the little barista specialty cafes, I think it's not in the delirium, actually. [Speaker 2] Okay. [Speaker 1] It doesn't go together. But something that would be brunch, that could be interesting. [Speaker 2] Okay. [Speaker 1] That could always be interesting. [Speaker 2] Okay. Okay. Thank you. And my last question is, how, if it were to be implemented in the future, do you think it could affect your role as a barista? Or a role of ... Yes. [Speaker 1] So I think, yes, I think it could just greatly affect it in the sense that it would become ... Well, when the customer contact is very minimized. And at the same time, as a barista, you would see your role differently because you would be just wearing headphones. Maybe if it was displayed, either verbally, so in numbers or the name of the person or whatever. Either you put the thing down and then there is a system where it is noted, it is labeled. And</p>
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<p>l'avenir c'était implémenté, tu penses que ça pourrait affecter ton rôle de barista ? Ou un rôle de... [Speaker 1] Oui, je pense que ça pourrait justement énormément l'affecter dans le sens où ça deviendrait... Le contact client serait très minimisé. Et même toi, en tant que barista, tu verrais ton rôle différemment parce que tu serais juste en train de faire des casse-pieds. Peut-être que si c'était affiché, soit le dire verbalement, donc en numéro ou le nom de la personne ou quoi, soit tu poses le truc et puis il y a un système où c'est noté, c'est étiqueté. Et du coup, tu serais un peu comme un robot. Et ça, c'est toute la problématique en général de tout ce qui est la technologie et l'innovation dans le monde du service. C'est qu'au final, le côté personnalisable, il est quand même dénaturé. Même si ça peut être très utile, mais pour des petites entreprises locales, je ne suis pas. Pas du tout. [Speaker 2] Ok. Excellent. Merci beaucoup en tout cas pour ton temps. [Speaker 1] Je t'en prie. Merci à toi. [Speaker 2] Ouais. [Speaker 1] Et je te souhaite bonne chance pour ton travail. Merci. C'est un très beau travail d'ailleurs. [Speaker 2] Merci. [Speaker 1] Je te souhaite bonne chance et n'hésite pas à rappeler ici, peut-être à un autre moment pour parler à d'autres de mes collègues. [Speaker 2] Ah, c'est gentil. [Speaker 1] Essayer même d'autres boréales parce que vu qu'il y en a quatre en tout. [Speaker 2] Ouais. [Speaker 1] Tu</p>	<p>suddenly you would be a bit like a robot. Yes. And that's the whole problem in general of everything that is technology and innovation in the world of service. Yes, it is that in the end, the customizable side, well, it is still denatured. Even if it can be very useful. But for small local companies, I don't think so. Not at all. [Speaker 2] Okay. Excellent. Well, thank you very much anyway for your time. [Speaker 1] You're welcome. Thank you. [Speaker 2] Yeah. [Speaker 1] And well, I wish you good luck for your work. Thank you. And it's a very good job, by the way. Thank you. I wish you all the best. And don't hesitate to call back here, maybe another time to talk to other colleagues. [Speaker 2] Ah, that's nice. [Speaker 1] Try, even other Montrealers, because Lucky said so. There are four in all. [Speaker 2] Yeah. [Speaker 1] You can call them in the distance street, you can call them in the Palais, you can call the other cities. [Speaker 2] Okay. [Speaker 1] You'll see what we say. [Speaker 2] Very nice. Thank you very much. [Speaker 1] You're welcome. Ciao. Have a good afternoon. Ciao. Ciao. Ciao.</p>
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peux appeler à la rue du temps, tu peux appeler à Plainpalais, tu peux appeler les autres villes. Ok. Tu verras ce qu'on dit.  
[Speaker 2] Trop gentil. Merci beaucoup.  
[Speaker 1] Bien, pas de soucis. Ciao.  
Bonne après-midi. Ciao, ciao. Ciao.

## Appendix 5 – Questionnaire

The survey was conducted using the Qualtrics survey tool.

Q1

★

How do you like your coffee?

- Black, bold, and strong - no sugar or cream added
- Creamy and smooth with just a touch of milk or cream
- Sweet and indulgent, with sugar, flavored syrups, and whipped cream
- Light and refreshing, like a cold brew or iced coffee
- I prefer other beverages than coffee

Q2

★

Which age group do you belong to?

- Younger than 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

Q3

★

What is your gender?

- Male
- Female
- Prefer not to say

Q4

★

What type of area do you live in?

- Urban/City center
- Suburban neighborhood
- Rural area/countryside

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How do self-service terminals in coffee shops impact the customer experience?

Q5



How often do you visit coffee shops?

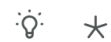
- Every day
- Multiple times a week
- Once a week
- Multiple times a month
- Multiple times a year
- Rarely (I don't visit coffee shops)

Q6a

Do you live in Switzerland/neighbouring France?

- No
- Yes

Q6b



In Switzerland, when buying a cup of coffee, how likely are you to consider these types of locations?

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Chains like Starbucks/McCafé/Dunkin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bakery e.g. Pouly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Coffee-focused Shop e.g. Boréal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Migros Restaurant/Coop restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tea-rooms e.g. Martel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee vending machine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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How do self-service terminals in coffee shops impact the customer experience?

Q7



How would you prioritize the following factors when choosing a coffee shop? Rank them in order of importance, with 1 being the most important and 12 being the least important.

Location	1
Quality of coffee	2
Customer service	3
Atmosphere	4
Price	5
Wifi	6
Interior design and appearance	7
Past experience/familiarity	8
Convenient to travel to	9
Friends/ family recommendations	10
Value for Money	11
The reputation of the brand	12

---

How do self-service terminals in coffee shops impact the customer experience?

Q8



What are your primary reasons for visiting a coffee shop? Please rank them in order of importance, with 1 being the most important and 7 being the least important.

To socialize with friends or colleagues	1
To enjoy a cosy atmosphere and relax	2
To work or study in a different environment	3
To satisfy a craving for coffee or other beverages	4
To enjoy speciality coffee or pastries	5
Exploring new flavors and coffee creations	6
Other: <input type="text"/>	7

Q9



When you go to a Coffee Shop, how important is the quality of interaction with the employee?

Not at all important					Extremely important				
1	2	3	4	5	6	7	8	9	10
<input type="text"/>									

Q10



What aspects of employee interaction contribute to your satisfaction?



Q14



For the following factors, please rate whether employee interaction or self-service terminal is more likely to satisfy you?

	Employee interaction	Self-service terminals
Speed of service	<input type="radio"/>	<input type="radio"/>
Accuracy of order fulfillment	<input type="radio"/>	<input type="radio"/>
Customization options	<input type="radio"/>	<input type="radio"/>
Personalized recommendations	<input type="radio"/>	<input type="radio"/>
Ease of payment process	<input type="radio"/>	<input type="radio"/>
Convenience	<input type="radio"/>	<input type="radio"/>
Social interaction	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>

Q15



What negative aspects are more likely to discourage you from using self-service terminals? (Select all that apply)

- Perception of doing a chore
- Complexity or difficulty in using the terminal
- The impression that it will remove jobs in the workplace
- Lack of personalized service
- Lack of human interaction
- Limited payment options accepted by the terminal
- Hygiene concerns related to touching shared screens or surfaces
- Technical issues with the terminal
- Lack of assistance or support available if needed
- Concerns about security or privacy
- Fear of making mistakes in the ordering process
- Other (please specify)

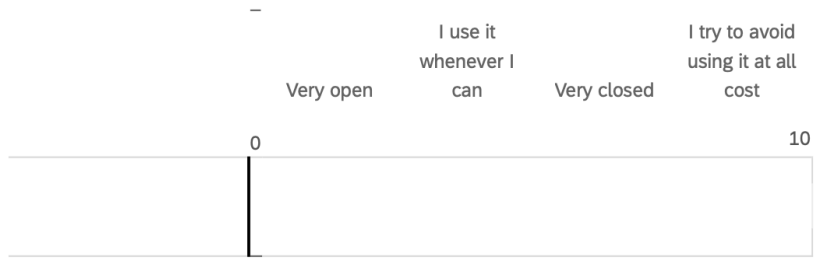
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How do self-service terminals in coffee shops impact the customer experience?

Q16



How open are you to using guest facing technology? (guest-facing technology refers to any technology that is used to interact with and serve customers.)



Q17

Please provide any additional comments or suggestions regarding your experiences in coffee shops, whether with employee interaction or self-service terminals. (optional)

# Appendix 6 – Interview questions

## Section 1: Professional background

1. How long have you been working as a barista/serving coffee? How did you get into coffee? Is it a passion?
2. Can you briefly describe your role and responsibilities in the coffee shop?
3. What kind of coffee shop do you work for? (Coffee chain, family own, which neighborhood? How many points of sale under this brand?)
4. How would you describe what makes your coffee shop special?
5. What are two challenges related to service you are currently facing as a barista?

## Section 2: Customers

1. What are some common customer preferences or requests that you frequently encounter?
2. Could you describe three usual customer types? And what proportion of the customers do they represent? (age group/whom are they coming with?/type(ex.moms, students...)/How frequently?/What kind of drinks do they order)
3. Could you describe the process of a typical interaction with a customer? From the moment they walk in to the moment they leave?
4. How is the process changed during rush hours?
5. How do you currently handle customers taking a long time to decide before ordering?
6. How do you currently handle customization requests (such as other milk options or syrups)
7. How do you currently handle when customers ask for suggestions?
8. How do you currently handle customers in a rush/eager to be served quickly?

## Section 3: Perceptions of self-service terminals

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How do self-service terminals in coffee shops impact the customer experience?

1. What are your initial thoughts on the implementation of self-service terminals in a coffee shop?
2. How do you think self-service terminals may impact the overall customer experience?
3. Would you consider introducing self-service technology in your coffee shop?
4. What concerns would you have regarding the introduction of self-service technology? What would be the advantages you see?

**Section 4: Adaptation**

1. How do you think the integration of self-service terminals might affect the traditional barista role?