



Workplace Injuries & Risk Management (U.S.)

Starbucks



How to Read This Document

Following an audit of a collection of top-hit Starbucks Partner Hub content, the team at One North identified key opportunities to optimize content for Partner Hub 2.0. Our goal: to make content more accessible, more meaningful, and more useful for partners.

This document provides revisions to content design and copy. We recommend implementing these edits where they make sense—with the understanding that future technology and design decisions will influence the ultimate outcome.

Each document includes:

- Accessibility metrics related to the grade level of the content on the page
- ROAM analysis to identify the users, goals and actions for each content type
- Content revisions formatted in a copy deck

To see how this draft might come to life when designed, please refer to the component library, content models, and content optimization recommendations provided by One North.

Accessibility Metrics

Throughout the editing process we aimed for the following:

- Decrease in word count. Some documents required additional copy to satisfy changes to content hierarchy and will reflect an increase in word count.
- Decrease in Flesch-Kincaid grade level

Here's the before and after:

Workplace Injuries & Risk Management (U.S.)	Before	After	% Change
Words	198	291	46% increase
Flesch-Kincaid Grade Level	9.81	9.2	6% decrease

Note: Given the technical information related to pay, benefits, and store operations in this optimization project, revisions to content design may not reflect significant percent change. Clarity in copy and adjustments to layout will help partners understand technical information more efficiently and easily.

Content Strategy



Good content creates change—in our readers’ attitudes, impressions, and behaviors. Bernoff’s ROAM Analysis informs our content design by answering a series of questions about the change we want to create in our audience.

- **Reader:** who are we creating content for?
- **Objective:** what’s our goal for this communication?
- **Action:** what action do we want the audience to take?
- **iMpression:** what do we want them to think? We render impressions as hypothetical quotes—essentially, what we would want people to think or say after interacting with our content.

Our suggested ROAM Analysis Content Strategy for the Workplace Injuries & Risk Management page:

ROAM Analysis	Starbucks Application
Reader	All U.S.-based partners
Objective	Provide instructions on what to do in the event of a workplace injury
Action	Take necessary steps and outreach to file a report and begin the risk management process
iMpression	“I am able to find important information related to my safety in the workplace.”

Workplace Injuries & Risk Management (U.S.) – Landing page

Module/ Component	Objective	Copy	Images	Notes
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Hero*		Workplace Injuries & Risk Management (U.S.)		
Intro*	Provide context for page	Sometimes unexpected events can impact our partners, stores or other Starbucks assets. Get help with Workers Compensation (partner injuries), general liability, property damage or marine cargo claims.		
Rich text		[H2] Injured while at work? [Body copy] 1. INFORM your supervisor and store manager what happened. 2. REPORT the incident to Sedgewick: ○ Call (866) 206-6769. ○ Or report online at mysedgewick.com/starbucks. 3. PREPARE for your next shift. Temporary modified duty is available. Talk to your store manager and risk management contact at wcclaims@starbucks.com.		Moved this up from middle to top of page
Rich text		[H2] Claims & insurance partners [H3] Sedgewick [Body copy] ● Partner injuries are not reported on incident report forms (IRFs). Instead, all injuries should be reported directly to Sedgewick, our claims administrator, at (866)		



		206-6769 or mysedgwick.com/starbucks. • Starbucks has a dedicated call center at Sedgwick which is the point of entry for all questions about Workers Compensation or leave claims. • Access real-time claim information with Sedgwick's viaOne Express website and mobile app. • Mail bills to: Sedgwick P.O. Box 14424 Lexington, KY 40512 [H3] Optum [Body copy] Starbucks has chosen Optum to manage your Workers Compensation pharmacy benefits. Learn about filling Workers Compensation Prescriptions with Optum (pdf).		
Rich text		[H2] Resources [H3] Talk to someone [Body copy] • Find a risk representative by state • General Workers Compensation questions: wcclaims@starbucks.com • General property damage questions: pcclaims@starbucks.com • Third Party Liability Claims: DL-GLTeamRiskManagement@starbucks.com • Call Sedgwick: (866) 206-6769 [H3] Request a Certificate of Insurance for a special event [Body copy] Need a Certificate of Insurance for a special event sponsored by Starbucks, such as a fun run? Submit a request for a Certificate of		



		Insurance. [H3] Need a Memorandum of Insurance? [Body copy] If you need evidence of Starbucks' insurance program, here's where you can print or view a Memorandum of Insurance.		
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