1-800-Flowers.com maintains stringent quality and performance standards in order to consistently meet and exceed customer expectations.

In order to receive orders from 1-800-Flowers.com, it is critical that you familiarize yourself with the key performance metrics below. BloomNet Members can find their individual Monthly Performance Report under the "Utilities" tab on BloomLink. Please familiarize yourself with this useful tool and review your performance metrics against the goals stated in that report on a monthly basis.

Below is a list of the key quality and performance metrics that 1-800-Flowers.com monitors for every fulfilling florist, along with helpful tips for keeping these metrics in-line with expectations:

- Number of orders with a reported **Customer Service Inquiry (CSI) – less than 1.5%**

  There are three specific categories of CSIs monitored:
  1) Delivery Issues, which occur when a customer states that their delivery was not received or was not received on time.
  2) Wrong Deliveries, which occur when a customer states that they received the wrong gift, that their gift is missing one or more components, or that their gift does not resemble what they ordered.
  3) Quality Issues, which occur when a customer states that the quality (freshness, durability and/or appearance) of the gift did not meet their expectations.

- **Real-Time Delivery Confirmations and Delivery Attempt Notifications**

  Today's consumer expects real-time visibility into the status of their order. It is no longer enough to submit Delivery Notifications at the end of a driver's trip because consumers expect to know about their delivery as soon as it is completed or attempted. When you provide us with accurate and timely Delivery Confirmations (DLCs) and/or Delivery Attempt Notifications (DLAs) immediately following the delivery of an order, we are better able to inform a customer about the status of their order. This helps us better manage customer expectations and provide a superior, well-informed level of customer service. As a result, the electronic submission of a delivery notification in real-time often results in reduced CSIs.

  Visit the Utilities Section on Bloomlink to learn more about the various tools available to your shop to support the submission of Delivery Notifications in real-time.

  On the rare chance that a Delivery Notification cannot be submitted in real-time, the following thresholds must be adhered to:

  1) 100% of Residential deliveries without a specified Delivery Time Window must be electronically confirmed no later than 7:00 pm on the date of delivery.
  2) 100% of Business and Non-Residential deliveries without a specified Delivery Time Window must be electronically confirmed no later than 5:00 pm on the date of delivery.
  3) 100% of all deliveries with a specified Delivery Time Window must be delivered within the start and end time of the specified Delivery Time Window and electronically confirmed no later than 1 hour after the end of the specified Delivery Time Window on the date of delivery.

4) 100% of Funeral Service deliveries must be electronically confirmed no later than 1 hour after the time of service.

It is also important that you do not submit Delivery Notifications prior to completing or attempting to complete a delivery. Delivery notifications trigger an immediate communication from 1-800-Flowers.com to the customer. Therefore, if you submit a false or premature Delivery Notification, you may risk causing confusion for the customer and prompting them to call with a CSI. Note, the purposeful submission of a false or premature Delivery Notification can be grounds for immediate and permanent suspension from receiving 1-800-Flowers.com orders.

- Number of **Rejected orders – less than 2%**

1-800-Flowers.com expects that fulfilling florists will have adequate stock of the floral and non-floral components required to fulfill its orders to recipe, and that florists service all zip codes in their delivery profile until each day's cutoff time (or up until the florist self-suspends for the day). At the same time, 1-800-Flowers.com recognizes that order rejections are sometimes unavoidable under extenuating circumstances. To help ensure that order rejections do not result in a CSI, if you must reject an order please make sure that you do so in a timely manner so that 1-800-Flowers.com is able to react and place the order with another fulfilling florist before it is too late, and hopefully prevent a CSI from happening and affecting your shop's performance results.

- Number of **orders accepted without a Price Change – 100%**

1-800-Flowers.com expects that fulfilling florists will fill every order to value, according to the product description, price and recipe without requiring a Price Change. 1-800-Flowers.com's minimum order is $24.99; however, average order value is between $64 and $68 and all prices include up to $8.00 for delivery.

To help prevent service issues, please be sure to keep 1-800-Flowers.com informed of any problems with the fulfillment of an order by sending INFO Messages on the order via your BloomLink system. Any and all information you provide on a specific order will allow us to better service the customer and should help reduce the amount of performance issues that are recorded against your shop.

If you have any questions regarding Quality and Performance standards, please do not hesitate to contact your Florist Relations Specialist at 1-866-256-6663.

Note, 1-800-Flowers.com Quality and Performance Standards are subject to change. Visit the Utilities Section on Bloomlink for the most up to date version of the 1-800-Flowers.com Quality and Performance Standards.