

By working together to Deliver Smiles, we can help meet our customers' expectations and bring more orders into your Shop!






1-800-FLOWERS.COM® provides its customers with a 100% Smile Guarantee. In order to consistently meet and exceed customer expectations, our Florists Relations Team closely monitors the fulfillment of 1-800-FLOWERS.COM orders to ensure that **1-800-FLOWERS.COM Quality and Performance Standards** are being consistently maintained. (See the BloomLink® Utilities Tab, "**1-800-FLOWERS® Quality Performance Standards**" for complete details.)

Today's online consumers expect that their recipient will receive a gift that resembles the product that they ordered as advertised. To meet this expectation, BloomNet® Florists fulfilling 1-800-FLOWERS.COM® orders are required to maintain adequate inventory of the floral varieties and containers for our featured arrangements, as detailed in the **1-800-FLOWERS.COM Design Resource Guide ("DRG")**.

If you do not have a recipe component needed to fulfill an order for a 1-800-FLOWERS.COM® product, as specified in the DRG, you have two choices: (1) Substitute the required items following the guidelines set forth in this document; or (2) Timely Reject the order.

Should you decide to proceed with a Substitution, please ensure that the components are as similar as possible and always of equal value, and keep in mind that Substitutions may result in a Customer Service Issue (CSI) if the customer is not satisfied with the resemblance of the delivered product with the product that was ordered. If you do not have the appropriate item to make a Substitution, you may choose to Reject the order instead. In either case, please remember that both Customer Service Issues (CSI's) and Rejects are closely monitored as part of our 1-800-FLOWERS.COM Quality Assurance Program.

Please take a moment to review the **1-800-FLOWERS.COM Substitution Guidance** below and the suggested substitutions provided on individual recipes throughout the 1-800-FLOWERS.COM Design Resource Guide ("DRG"). *PLEASE NOTE, an electronic version of the most recent 1-800-FLOWERS.COM Design Resource Guide is located under the Utilities Tab on BloomLink®.*

-  Maintain overall shape, size, and style of the arrangement.
-  Maintain shades and color combinations of the arrangement.
-  Utilize similar type flowers (e.g., spike for spike, round for round). Substitutions should be of equal value. Prioritize variety over color in single variety arrangements.
-  Use containers listed in the Design Resource Guide, paying particular attention to style and color.
-  Never substitute Codified Products, unless you've received the express consent of 1-800-FLOWERS.COM®.

To support the successful fulfillment of 1-800-FLOWERS.COM® orders, please make sure to communicate to us any Substitutions made on an order by sending an **INFO message** with the details of the Substitution, and then immediately proceed with the delivery of the order. It is not necessary to send an Inquiry message and/or await a response regarding your Substitution prior to proceeding to deliver the order.

The details from your **INFO message** will assist the 1-800-FLOWERS.COM® Customer Service Team in responding to any customer inquiries and hopefully avoid a Customer Service Issue (CSI).

Should you decide not to or are unable to make a Substitution on the order, please **Reject** the order in a timely basis and in accordance with **BloomNet's Timely Reply Program**. (See the BloomLink® Utilities Tab, "**BloomNet Timely Reply Program**" for complete details.)

As a helpful reminder, if your Shop is out of stock or unable to secure inventory for the floral varieties and containers needed to fulfill 1-800-FLOWERS.COM orders according to DRG recipes, you can opt to temporarily suspend your Shop from receiving 1-800-FLOWERS.COM orders until you are able to re-stock the necessary components to fulfill 1-800-FLOWERS.COM® orders. (See the BloomLink® Utilities Tab for instructions on **HOW-TO Self-Suspend BloomLink®**.)

We're here to help! Should you have any questions, please contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663), customerservice@bloomnet.net, or via chat at www.bloomnet.net.

Thank you for your dedication as a BloomNet Professional Florist.