

# 1-800-Flowers.com® Delivery Expectations

At 1-800-FLOWERS.COM®, we're obsessed with providing a terrific customer experience. We take pride in reassuring our customers that their flowers will arrive in pristine condition, perfectly arranged by expert florists.

We are committed to working with you and your staff to help our mutual customers express and connect with their loved one's near and far.

Today's consumers have higher expectations than ever before when they place an order for delivery. They expect that their flowers will be delivered on-time and that they will be informed about the status of their order in a timely manner. As always, our goal is to meet and exceed evolving consumer expectations and support our 100% Smile Guarantee.

To that end and to assist BloomNet Professional Florists in fulfilling consumer expectations, the following sections outline Delivery Expectations from florists for the fulfillment of all 1-800-FLOWERS.COM® orders.



## **Product Care**

All 1-800-FLOWERS.COM® orders must be handled carefully at every stage of fulfillment, including delivery.

To ensure that the quality and shelf-life of the arrangements are not compromised, arrangements should always be safely stored and transported in an appropriate temperature-controlled environment and kept protected from adverse weather elements.



## **Delivery Experience**

1-800-FLOWERS.COM® orders must always be delivered in clean and clearly identifiable delivery vehicles. Delivery drivers must exhibit professional, courteous behavior and presentation when delivering 1-800-FLOWERS.COM® orders.



## **Real-Time Delivery Notifications**

Delivery Notifications must be submitted in real-time, immediately following the successful or attempted delivery of all 1-800-FLOWERS.COM® orders.

Today's consumer expects real-time visibility into the status of their order. It is no longer enough to submit Delivery Confirmations (DLCs) and Delivery Attempt Notifications (DLAs) at the end of a driver's trip.

Submitting accurate and timely Delivery Notifications often results in reduced Customer Service Issues (CSIs) which, in turn, often results in reduced order cancellations with the florist. Help us help you! Please be sure to provide as much detail as possible when submitting a Delivery Notification, such as who took possession of the delivery (e.g. intended recipient, front desk, receptionist, etc.)

BloomNet offers a variety of innovative technology tools to make it quick and easy to submit Delivery Notifications in real-time, including BloomNet's Enhanced Delivery Program. Please visit [www.bloomnet.net/technology](http://www.bloomnet.net/technology) and the Utilities Section on BloomLink to learn more about these tools.

In exception cases, when a Delivery Notification cannot be submitted in real-time, the following minimum thresholds must be adhered to:

- 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.

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

Important Reminder: 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. Inaccurate or premature Delivery Notification often result in costly CSIs and order cancellations with the florist.

Timely and accurate Delivery Notifications are just one more way to improve quality and positively enhance a customer's experience. Plus, BloomNet Professional Florists receive a credit for all timely received Delivery Confirmations (please refer to the BloomNet Order Referral Program schedule for more information).



### **Proof of Delivery**

BloomNet Professional Florists are expected to obtain Proof of Delivery on all 1-800-FLOWERS.COM® orders.

Obtaining Proof of Delivery can safeguard florists from order cancellations when a customer claims that an order was not delivered. 1-800-FLOWERS.COM® will rely on fulfilling florists for Proof of Delivery to help resolve order cancellation disputes, whether or not a DLC has been submitted on the order.

Proof of Delivery will be expected to be provided from the fulfilling florist to 1-800-FLOWERS.COM® in response to a non-delivery complaint from a customer and/or an order cancellation dispute.

BloomNet Florists using the BloomNet Business Management System's FREE Local Delivery Management App are encouraged to proactively submit Proof of Delivery electronically on every order, thereby reducing the chances of an order cancellation dispute.

Proof of Delivery should be captured in the form of:

- A delivery signature from the recipient
- A delivery photo that captures the product and delivery location in the background

Collecting both forms of Proof of Delivery is preferable to collecting only one. However, please note that collecting delivery signatures is not feasible while "contactless deliveries" are in place and only delivery photos should be obtained under this circumstance.



### **Funeral Deliveries**

As a fulfillment best practice, BloomNet Professional Florists should always contact the Funeral Home or House of Worship to confirm an appropriate delivery time to accommodate the services. In addition, funeral arrangements should be delivered well before the start of the service to ensure that they are in place before the bereaved arrive.

# Submitting Real-Time Delivery Notifications



## NOW THERE ARE MORE WAYS TO SUBMIT DELIVERY NOTIFICATIONS IN REAL TIME!

### FLEXIBLE OPTIONS – CHOOSE WHAT WORKS BEST FOR YOU!

**NEW Text:** 1-855-TEXT-DLC (1-855-839-8352)  
**Call:** 1-855-839-8352  
**Online:** BloomLink  
**FREE Mobile App:** "Route4Me" for Business Management Solution customers

### REAL-TIME UPDATES WITH ROUTE4ME APP

- ✓ Improve the safety & efficiency of your contactless deliveries
- ✓ Use photos of deliveries as proof-of-delivery, while still respecting social distancing
- ✓ Drivers receive real-time driving directions & address verification
- ✓ Optimized delivery routes that will even update while trips are in progress
- ✓ Capture delivery confirmations & electronic signatures right on your drivers' smart phone
- ✓ IOS & Android compatible



By working together, we can help reduce cancellations, charge backs, and redelivery requests. Whether sending delivery notifications for 1800FLOWERS.COM or BloomNet orders, we have made it easier and faster than ever!