




 | 

BLOOMNET DELIVERY SERVICE PROVIDER PROGRAM

**Photo Proof of Delivery
Best Practices**



Orders with a Photo Delivery Confirmation are 3 times less likely to have a consumer complain about a Delivery Issue.

They are also 4 times less likely to result in a consumer credit for Delivery Issue complaints.

Photo Proof of Delivery for Delivery Confirmations is now a requirement and best practice for best-in-class retailers. As a fulfiller of 1-800-Flowers.com®, FruitBouquets.com®, Shari's Berries®, and Shari's Berries® Confections orders, shops are required to submit valid photo proof of delivery on every order in real-time. This will reduce instances of 1-800-Flowers.com® order cancellations when a customer states non-delivery.

Photo Proof of Delivery will help reduce inbound customer service calls and messages into your shop, saving you valuable time to concentrate on your business.

Not submitting photo proof of deliveries may lead to your shop receiving fewer orders.



Keys to Successful Photo Proof of Delivery

To capture Photo Proof of Delivery Photos, please follow these guidelines:

- Remember that food products must always be left with a person. Food products cannot be left unattended (*e.g., doorstep, porch, etc.*)
- For floral products remember the photo should prove where the order was left in case the customer doesn't receive it.

	Flower Deliveries	Food Deliveries
If leaving the floral arrangement, place the item in a safe and easily identifiable spot at the delivery location	✓	
Photos should focus on the item being delivered, with the item in the center of the photo.	✓	✓
Capture a photo of the product with the location in the background, including the address of the location when possible.	✓	✓
Food products must always be left with a person. Food products cannot be left unattended (<i>e.g., doorstep, porch, etc.</i>).		✓
DO NOT take photos that include irrelevant, inappropriate, or private information, such as the customer's face or driver's license, obscene gestures, or items that are not part of the delivery order.	✓	✓
DO NOT capture images of people or any body parts, as these images will automatically be rejected and result in an incomplete Delivery Confirmation submission.	✓	✓

Here is a checklist of what to include in your Photo Proof of Delivery Photos:

- Photos should be clear, not blurry, and not zoomed in
- Clearly indicate where the order was delivered
- Door and address number (*if possible*)
- Delivered item must be in photo

What if you end up handing the order to the recipient directly?

We know that sometimes the recipient might take the order before you are able to take a photo. If appropriate and possible, tell the recipient that you need to take a photo for confirmation before you give it to them. Delivery drivers and recipients may still need to wear a mask if required by local public health or building guidelines.

Acceptable Delivery Photos



NOT Acceptable Delivery Photo



**By working together, we can reduce customer complaints and deliver smiles!
Thank you for your continued dedication as a member of BloomNet.**

**Should you have any questions, please contact us at
CustomerService@BloomNet.net**