



## Commerce Holiday Preparation

In today's web-enabled world, your website is frequently the first impression a customer will have of your business, design style and capabilities. As the Valentine's Day Holiday nears take the time to ensure your website represents the unique personality of your shop, is geared towards your best customers and best positions your flower shop to compete online! Below are some tips to position your website for success!

### Look and Feel

Commerce Menu Path: Settings -> Site Theme

The BloomNet Commerce offering provides dozens of unique templates geared for a clean and easy user experience. Take the time to review the templates designs and banners that are offered and choose that best represents your shop and brand! Can't find a template or banner that's just right? Contact us and we'll work with you to adjust the look and feel of the template or banner you created!

### Product Offerings

Commerce Menu Path: Items -> Manage Items and Manage Categories

When your website was initially setup, BloomNet did the hard work and loaded the catalog for you depending on which Catalogs you would like to receive. Rest assured that your website is up to date with the latest Winter and Valentine's Day products from both the 1800Flowers and BloomNet Catalogs! In addition, we've already set your Featured Occasion to "Valentines Day" and Featured Products to select Valentine's Day best sellers to drive customers to the products they're most interested in this time of year. If you're managing your own catalog, we strongly recommend you log in to ensure the active products and occasions accurately reflect your product offering and brand! If you're not sure what all this means, give us a call and we'll guide you through this process!

### Email Marketing

As part of the website offering, marketing emails are sent to your registered customers on your behalf and direct customers to your website. If you've opted out of this great offering, perhaps it's time to reconsider! Additionally, let BloomNet do the hard work for you. Send an excel spreadsheet with your BloomNet Shop Code in the first column and your Customer Email Addresses in the 2<sup>nd</sup> Column to [marketing@bloomnet.net](mailto:marketing@bloomnet.net). We will add those customers to your email marketing campaigns that will help drive traffic to your site. And don't let this be the extent of your marketing, promote your website url in your store, on your front door and on your delivery vans. The impact of communicating your website to existing customers will far exceed the impact of any Search Engine Marketing campaign you can run, unless of course your money tree is in bloom and ripe for picking!

## Compete with the Big Guys!

There are many big players in the floral ecommerce space, but you have something they do not... Local Presence! That's right, you have the opportunity to leverage personal relationships with your community that the big guys just can't touch. Promote and differentiate yourself as a local business, with a personal touch and local delivery. Plus, it wouldn't hurt to mention that you can take orders for fulfillment out of town!

In addition, here are a few other ideas to make sure your website stands out from the rest:

- Set your website service fee to \$0! Since every website order is 100% yours, there's no need to help your competitors by leveling the playing field with high service charges.
  - Commerce Menu Path: Settings -> Delivery Settings
- Set your delivery fee to \$0. Same as the service fee, the difference here is that the BloomNet and 1800Flowers products have a delivery fee built into the price. By charging a delivery fee, you are charging customers more for the same product they can order elsewhere!
  - Commerce Menu Path: Settings -> Delivery Settings
- Setup a promotion code and give it to the local schools, community organization and restaurants. These may be discounted orders, but they're all yours... along with the customer who purchased and the recipient who got to see your exquisite work!
  - Commerce Menu Path: Promos -> Promotions
- Add a Site Tagline that appears at the top of each page with any information you like.
  - Commerce Menu Path: Settings -> Site Info
- Add your logo so your unique shops look and feel is expressed.
  - Commerce Menu Path: Settings -> Site Info
- Register your site with Google Business Listings and Yahoo Small Business Listings.



## BMS Holiday Preparation

Valentine's Day is right around the corner and before you know it, it will be at our doorstep. Here at BloomNet we understand that technology can often come second to helping customers and designing beautiful arrangements. That is why we have put together this quick punchlist of items and instructions to help prepare for one of the busiest days of the year and help your business focus on what truly matters, your customers!

### Stock up on Supplies

1. **Stock up on Super Ticket Paper!** Order online at [www.napcoimports.com](http://www.napcoimports.com) . Search for Enclosure Cards in the search field.
2. **Order Receipt Paper.** Stocking up on Receipt Paper is easy and locally accessible. Visit any local Staples or Office Max and purchase 80mm thermal paper (for Epson T88V and Star Printers).
3. **Order Printer Toner.** Contact Dell at [www.dell.com](http://www.dell.com) or call 1-800-999-3355 to order the appropriate toner for your specific model printer. Dell offers a variety of options from new cartridges to refill cartridges to meet your needs.

### Add Holiday Employees to System

*Menu Path: My Shop->Employee Maintenance*

**Add Holiday Employees and Delivery Drivers.** Employee Management is not for permanent employees only! Adding holiday staff to the system will allow tracking of orders placed by employees and deliveries by drivers.

- a. This section allows you to enter and maintain separate logins in the BMS system for each employee in your shop. These logins are permission-based, and can be used to track order entry, order changes, and delivery routing. You will need the following information for each employee, and all fields are required:
  - i. Login ID (defined by the shop)
  - ii. First and Last Name
  - iii. Email Address
  - iv. Password

Click the green 'Add Employee' button. Fill in all fields with the employee's information. Select the appropriate user role to restrict access to the system as necessary.

### Delivery Management Setup – Delivery Zones

*Menu Path: My Shop->Delivery Management->Delivery Zones*

## Setup/Confirm Holiday Delivery Zones

BMS allows you to setup Delivery Zones that cover one or more Zip Codes. Orders then placed in your BMS that need to be delivered to a Zip Code in a specified zone will be automatically associated to that zone. You can filter to see the orders associated with that Zone in either the Awaiting Delivery bucket or when selecting orders to put on a Trip.

There are two sets of Delivery Zones available: one for Everyday use, and one for Holiday time. This allows you to adjust your zone sizes as needed during times of peak orders and still be able to go back to your more disperse zones once the Holiday is over.

1. **Set Zone Mode and View Zones:** Here you can see and change your current Zone Mode using the radio buttons and the green Save button. The table at the bottom of the page shows all your existing zones, which you can filter by Zone Type using the Show by Zone Type dropdown.
2. **Create a Delivery Zone:** Use the green Create Zone button to create a new Zone. Enter in a name for the Zone, select the Zone Type, and enter in Zip Codes that represent the Delivery Zone. You can enter in multiple Zip Codes by using a comma to separate each one. Once you have the Zone finished, hit the green 'Save' button to save the Delivery Zone to your BMS, or the green Cancel button to go back to your list of Zones.
3. **Edit a Delivery Zone:** Use the purple Edit button to edit the selected existing Zone. Here you can edit the Name and/or Type of the Zone in the top section, and associate additional zip codes with the Zone using the Add Zip Code button at the bottom. Once you have all your changes in press the green Update Zone button to save the changes to the Zone. Use the green Back to List button to go back to your list of Zones.
4. **Delete a Delivery Zone:** Use the purple Delete button to delete the selected existing Zone. Press the button and you will be asked whether or not you wish to delete this zone. Hit OK to agree, or Cancel to keep the Zone in your BMS.

## Delivery Management Setup – Default Settings

*Menu Path: My Shop->POS Management->POS Settings*

### Google Maps for Delivery Routing!

Google Maps offers more features, stops, and helps ensure optimal delivery routing when used. Become familiar with this newer feature and set Google Maps as your default map option.

In addition to Bing, BMS offers mapping through Google. Under POS Settings, Select Google Maps under 'Delivery Routing Map Provider Option:' and click Save. This feature will allow BMS to utilize the Google Map features as the default.

### Sign up for Route4Me!

This exciting new tool, now available to you and powered by Route4Me, offers many benefits and features that reduce the number of hours spent routing and updating deliveries. With this tool drivers receive routes electronically on their smart phone, are provided real time driving directions (including options for driving optimization), gives the driver the ability to provide real time delivery confirmations and capturing electronic signatures and pictures of deliveries.

\* It eliminates the need for the paper trip sheets and printed routes because routes optimized and sent to drivers electronically on their smart phone.

\* It functions to produce real-time confirmations as driver's complete deliveries and as a result it reduced CSIs as delivery confirmations are sent through BMS back to 1800Flowers virtually instantly. It will also help reduced status checks (phone calls) on orders from the sending florist.

- \* BloomNet Delivery Confirmations are automatically triggered as deliveries are confirmed.
- \* You will no longer need to close out trips manually on the computer at the end of the day or rush to meet the DLCF submittal time while you wait for drivers to come back.
- \* Allow drivers to optimize stops during routes
- \* With signature and image capture technology you can provide validation for completed deliveries and quality of the arrangements at the time of delivery.
- \* You have the option to combine with BMS scanning capabilities to transform trip creation and management.
- \* Currently there is a limitation on the number of stops a route can have. With Delivery Management powered by Route4Me you can route as many stops as needed... there are no limitations to 20 stops like on google.

Shops that are currently using this capability says they receive fewer status checks on orders, realize better delivery metrics because DLCF's are sent back when the delivery happens rather than the end of the day and can create trips more quickly using barcode scanning.

We highly encourage you to take advantage of this new feature during the free trial and realize the immediate benefits you will receive. We are offering a free trial that is active for 60 days after which the standard \$24.99/month license fee and \$.18 per stop rates apply. Reach out to tech support today to sign up.

## Check Standard Settings

### Add Holiday Card Messages

Menu Path: My Shop->POS Management->Enclosure Cards

Common Address and Messages are at a peak during this season. Ease the order entry process by entering these addresses and card messages into your system before the orders start to roll in.

To expedite order entry, here you can enter standard card messages per occasion. These can then be selected during order entry in the Enclosure Card section. You can enter as many as you like.

- a) Add New Enclosure Card Message: To add a new message simply select the occasion you would like the message associated with. Then enter the card message and hit the green 'Add New' button. The new Enclosure Card Message will then appear in the 'Current [Occasion Type] Messages' section at the bottom of the page.
- b) View and Edit Existing Enclosure Card Messages: To see the existing card messages for any occasion type, select that 'Occasion Type' in the dropdown at the top of the page. You will then see a listing of the messages currently available in your BMS system for that Occasion Type. For existing messages you have the ability to edit or delete them as needed.

### Add Common Delivery Addresses

Menu Path: My Shop->POS Management->Common Addresses

Common Address are at a peak during this season. Ease the order entry process by entering these addresses into your system before the orders start to roll in. To expedite order entry, here you can enter common addresses that your shop delivers to on a regular basis. This is great for hospitals, funeral homes, businesses and schools.

- a) Add a new Common Address: select the address type in the dropdown and hit the green 'Add New' button. Enter all required fields highlighted in green. Then hit 'Save'. That address will be added to the master list. Repeat this process for each common address.
- b) Edit or Delete Common Addresses: You can also edit and delete common addresses as needed by clicking on the appropriate button to the right of each address in the master list.

## Update/Clear Outstanding Messages

Menu Path: Status Bar->Messages

Often, messages can build up if they are not marked as read. These crowd the messages bucket and makes it difficult to identify if a new message has arrived. By managing this bucket and clearing out messages as they arise will allow a better view into new messages.

- a. BloomNet messages will appear in the 'Messages' status bucket at the top of the screen. To view your messages, click on the Messages bucket. The initial view is for All Unread Inbound Messages. Use the dropdown to select one of the other options (View All Inbound Messages, View All Outbound Messages, or View All Messages). Two date filters will appear, allowing you to choose a date range for displaying the messages you want to view. Change either the Start Date or the End Date, and the list will be updated with the change once your mouse leaves that field. You also have the ability to Show General Messages or not, using the checkbox at the top of the page.
- b. Once the message has been read click 'Mark Read'. This will remove the message from the unread inbound messages list and subtract it from the number in the 'Messages' status bucket.
- c. To select multiple messages to mark as read, select the checkbox to the left of the message and hit the green 'Mark Selected Messages as Read' button on the upper left.
- d. For messages on orders, you can click on the Order ID provided to go into the Order Overview and see the message in context of the order and any other messages at the bottom of the page.

## Update/Clear Pending Wire Out Orders

Menu Path: Status Bar->Pending Out Wire

As a good rule of thumb it is ideal that the Pending Wire Out bucket is always at 0. If the number is larger than 0 it will indicate that an order has not been sent properly. If there are order that have been called out or sent through another service, you should update the orders so they are no longer pending.

- a. Orders that appear in the Pending Wire-Out Bucket that were called out or sent through another wire service after rejection can be marked as "Phoned Out". Click on the order number and from the Order Overview Page click "Manage Order". Select 'Set as Phoned Out (Delivered)'. Enter the Fulfilling Shop Information. Once complete hit 'Set as Phoned-Out (Delivered)' button. The order will be removed from the Pending Wire Out screen and will now appear in the 'Phoned Out' tab.
- b. *Note: Using this option will mark an order as "Phoned-Out"; Order will be removed from the Pending Out Wire bucket.*