



## **Timely Reply Program (TRP) FAQ's**

***Q. What is the purpose/goal of this program?***

A. The purpose of the Timely Reply Program is to achieve total customer satisfaction on all floral wire orders. As an extension of our Quality Care Program, the BloomNet Timely Response Program is designed to enhance communication between florists and ensure seamless order processing by encouraging receiving florists to provide a timely response when rejecting orders and also submit delivery notifications on a timely basis.

***Q. How does the Program work?***

A. BloomNet is asking network florists to provide a notification on all orders within the first two hours of when the order was received. In addition to timely rejects on all orders, receiving network florists should provide the sending florist with timely updates on all attempted and completed deliveries.

***Q. How do you intend to accomplish this?***

A. By requiring timely replies from our receiving florists within our network. Responding to wire orders in a timely manner and providing delivery notifications can be instrumental in satisfying today's demanding consumers and growing our industry overall.

***Q. When does this program go into effect?***

A. This program will go into effect on October 1, 2012

***Q. How will the BloomNet network of florists be made aware of this new program?***

A. Our BloomNet Marketing division will create a one page communication that will be sent to all of our network florists to inform them of this exciting new program being implemented to increase customer satisfaction on all floral wire orders. This will be received via email and general messaging on Bloomlink.

***Q. Are there any additional benefits to the network florists based on this program?***

A. Yes, over time network florists will be able to obtain metrics on other network florists that they are sending their outbound orders to. The sending florist is the only party that receives any of the credits = **BloomNet does not collect on this program.**

***Q. What are the threshold & penalty tiers for the Timely Reply Program?***

## BloomNet Timely Reply FAQ's

### Conditions / Late Rejections

### Penalty

Receiving florist rejects an order that was held for more than 2 standard business hours = \$10.00

Receiving florist rejects an order that was held for more than 24 standard business hours = \$20.00

Receiving florist rejects an order that was held for more than 72 standard business hours = Full Value of Order

Receiving florist rejects an order that was held for more than 2 standard business hours and rejected after the cutoff time on the day of the delivery = 2x Full Value of Order

### Conditions / Late or Missing Delivery Notification

### Penalty

Receiving florist sends a Delivery Notification after cutoff time = \$2.25

Receiving florist does not send a Delivery Notification on order = \$2.25

### *Q. What are the cutoff times for same day **Shop to Shop** delivery?*

A. BloomNet network florists offer same-day delivery for orders received by or before 3:00 PM on weekdays, 1:45 PM on Saturday, and 1:00PM on Sunday of local filling florist cut-off time on the intended delivery date.

### *Q. What happens if I reject an order received after cut off for same day delivery?*

A. If the order is received after the daily cutoff time, the florist is still responsible for rejecting the order in a timely manner (within 2 hours of receipt given the florist's hours of operation).

### *Q. What if I am closed on a day I am normally open?*

A. If you plan to be closed or there is an emergency that prompts you to keep your shop closed on a day you are normally open – you will be required to place your Bloomlink system on a soft don't send. If you are unable to self suspend your Bloomlink system yourself then contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663) to do so on your behalf.

### *Q. How is 1800flowers.com Timely Reply order disputes handled?*

A. The Bloomlink system will communicate any untimely reply order issues by sending a "DISP - Dispute on Order" message via Bloomlink on the order to the filling shops automatically = no action from the sending shop required. If the filling shop elects to challenge the Dispute they can send (**the filling shops must manually send their message**) a "DSPD - Dispute Deny" message. From this point on that entire process is handled by the Deny Team within the Brand.

### *Q. How is Florist to Florists Timely Reply order Disputes handled?*

A. The Bloomlink system will communicate any untimely reply order issues by sending a "DISP - Dispute on Order" message via Bloomlink on the order to the filling shops automatically = no action from the sending shop required. If the filling shop elects to challenge the Dispute they can send (**the filling shops must manually send their message**) a "DSPD - Dispute Deny" message. From this point on that entire process is

## BloomNet Timely Reply FAQ's

managed between the two parties involved (sending shop & filling shop). BloomNet Customer Service Team members are not to override credits issued based on this program.

***Q. What if I send an inquiry on the order, but the sending shop does not reply in time?***

A. If your shop does not have the flowers or product needed to fulfill the order, you will be required to message the sending shop within 2 hours of your shop receiving the order for approval to substitute. If a reply is not received in a timely manner for you to complete the delivery – then reject the order.

***Q. If I am the sending florist how do I report a late delivery notification or a non delivery for an order I sent?***

A. Within the Bloomlink system there are new messages types that BloomNet implemented, that will trigger your sent order to be identified as a non delivery or an order with a late delivery notification. The new message type is: “DISP-Dispute on Order”

***Q. If I am the receiving florist how do I challenge a late delivery notification dispute or a non delivery dispute for an order I received?***

A. Within the Bloomlink system there are new messages types that BloomNet implemented, that will allow you to challenge a dispute sent by the sending shop to your shop on an order they routed to your shop for delivery. The new message type is: “DSPD-Dispute Deny”

***Q. Who do I contact if I have questions or concerns on an order dispute?***

A. All contacts and communications regarding order disputes in respect to Late Delivery Notifications and/or Non Deliveries are to be managed via Bloomlink messaging.

***Q. If I am a sending florist, how and when will I receive my money for any charges assessed to a receiving florist that I sent my outbound order to?***

A. Any/all credits for Late Delivery Notifications and/or Non Deliveries will be reflected on your next clearing house statement.

***Q. How will I know I was penalized for an untimely Reject or missing/late DLC?***

A. All fees charged will be line itemized on the statement and will include the order number.

***Q. If my shop is not open or coded to receive orders for Sunday deliveries – will I be assessed a fee if I receive an order on Sunday and do not reject it?***

A. You will not be assessed a fee on orders for Sunday delivery as long as you are not coded for Sunday deliveries.

***Q. If I suspend my Bloomlink system does it immediately stop the flow of orders into my shop?***

## BloomNet Timely Reply FAQ's

A. No, we recommend that you suspend your Bloomlink system approximately 1 and half hour (**90 minutes**) prior to the shop closing. It is important that you check the system for any last second orders that may have come over your system and for all messages on order that will still transmit into your system.

***Q. What happens if a receiving florist holds an order and doesn't reject or fill it?***

A. Timely Response Program (TRP) provides for fees to be charged to the receiving florist and credited to the sending florist. In all instances where there is a dispute between the sending and receiving florist over compliance with the TRP, 1800flowers.com/Deny Team shall make the final determination on all 1800flowers.com orders. All Florist To Florist orders will be handled between the sending and receiving florist. BloomNet shall make the final determination whether or not the TRP charges will apply or if the receiving florist's failure to deliver is excused as a result of circumstances outside of its reasonable control.

***Q. Do I need to fill the order within the stated 2 hours?***

A. No, the receiving florist does not need to fill the order within the two standard business hours of receiving it. The receiving florist is asked to send a timely update or needs to reject the order within the two standard business hours of receipt if the order is not able to be fulfilled as requested and on the intended delivery date.

***Q. If I reject an order from 1800Flowers.com because of codification will I be charged the applicable fee under the Timely Reply Program?***

A. Yes, If the florist receives an order that they can't fill and are forced to reject, they are expected to reject in a timely manner, irrespective of whether the order is for a codified product or not.

Furthermore, to avoid receiving orders for codified product that a florist doesn't have in stock, the florist must ensure that they are submitting codified inventory updates on a regular basis (weekly) so that our systems are configured properly to reflect accurate inventory in stock.

***Q. How do you know what time I rejected the order?***

A. The time of the order is based on the Bloomlink internal system. There is a timestamp on all transmissions through the BloomNet Network.

***Q. Why more fees from BloomNet?***

A. All fees charged under the BloomNet Timely Reply Program (TRP) can be avoided by compliance with the policy. In all cases the fees charged under the TRP are to be credited to the sending florist who submitted the order and has the relationship with the customer. Our goal is to have all receiving network florist comply with the BloomNet Timely Reply Program and avoid any fee being charged and increase customer satisfaction with our professional florist.

***Q. What happens if I reject an order after 72 hours because my shop is closed due to a federal holiday?***

## BloomNet Timely Reply FAQ's

A. If a federal holiday recognized by BloomNet falls within the 72 hours time frame, the florist has an additional 24 hours to reject the order. The holidays are listed below:

***New Year's Day; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas Day***

### ***Q. What are the standard business hours of operation in respect to the Timely Reply Program?***

A. Standard business hours are:

\* Monday-Friday 9:00 am to 5:00 pm

\* Saturday-Sunday 9:00 am to 1:00 pm

\* Receiving florists must also submit timely delivery notifications on all orders. Timely delivery notifications include both: Delivery Confirmations (DLC's) and Delivery Attempt Notifications (DLA's).

\* The cutoff time for delivery notifications is normally 7:00 pm on the intended day of delivery, however cutoff times may be extended during peak holiday periods.

### ***Q. What if my shop hours are not in alignment with the standard business hours of 9 AM – 5 PM for weekdays, and 9 AM – 1 PM for weekends within my local time zone?***

A1. BloomNet chose these standard hours of operation because it provides the most value to our consumers by ensuring shops are available to take and fulfill orders. Also it reflects the operating hours of the majority of the shops within the BloomNet network.

A2. Also all BloomNet network florists have the ability to adjust their standard hours of operations and we encourage you to update this information within the Bloomlink system.

### ***Q. What happens if I receive an Ask and/or any other correspondence from the receiving florist?***

A. Timely communication is essential from the network of BloomNet florists to provide quality service to customers and florist. All network florist need to monitor their systems frequently to answer messages and provide the details needed to fulfill the order.

### ***Q. What kind of responsibility is put on the sending florist to respond back to the receiving florist?***

A. The sending florist should act in the best interest of its consumer which is to get the order filled accurately and on the day requested for delivery. The sending florist needs to review order minimums and codification carefully to ensure the order is being sent to the most appropriate receiving florist. If the receiving florist does have a question, timely communication is essential to provide quality service to the consumers and florist.

### ***Q. How do I manage/change my hours of operations?***

A. 1800Flowers.com expects that florists will be open for business between the hours of 9am and 5pm on non-holiday weekdays, and 9am to 1pm on non-holiday weekends. If florist is not normally open on Sundays and the Sunday Flag in our system is appropriately setup to reflect this, then 1800Flowers.com will not expect the florist to be open on Sundays. If a florist is unable to operate within these standard hours of

## BloomNet Timely Reply FAQ's

operation, 1800Flowers.com order volume may be affected. 1800Flowers.com team will have an internal reporting process in place to monitor florist hours of operation as setup in the system



### **NEW Bloomlink Site Administration Feature!**

#### **Manage Shop Operations Schedule**

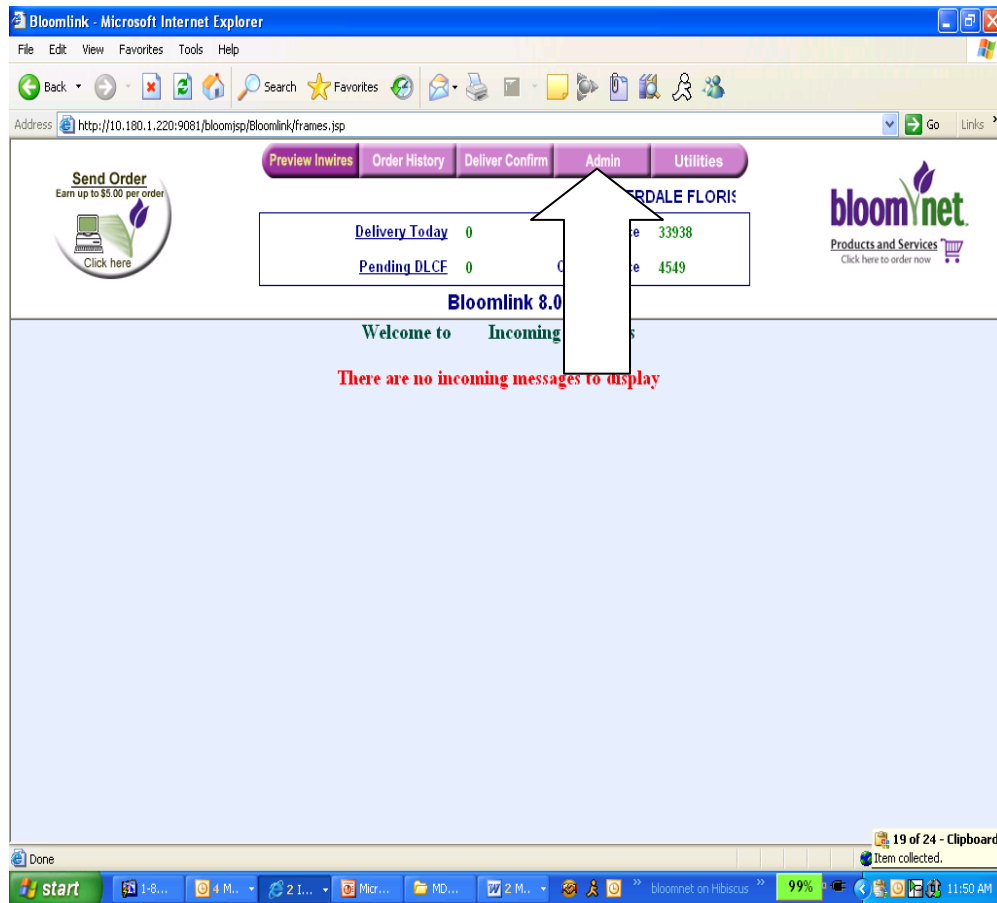
To provide BloomNet Florists with the greatest flexibility for sending and receiving orders through the BloomNet network and support your business needs, we have created a new Bloomlink Site Administration feature to allow you to detail your Shops Standard & Holiday Hours of Operations. This exciting new feature will allow BloomNet Florists to maximize your Shops ability to receive Incoming Orders and increase your profit potential!

Bloomlink will automatically default the Standard & Holiday Hours for Florist-to-Florist sending as shown on page 2. Should you need to modify the default Standard & Holiday Hours for your Shop, please follow these simple instructions below:

#### **How to Manage Shop Operations Schedule**

1. Log into the Shop's Bloomlink account
2. Left click on "ADMIN"

## BloomNet Timely Reply FAQ's



3. Then left click on “**MANAGED SHOP OPERATIONS SCHEDULE**”

# BloomNet Timely Reply FAQ's

The screenshot displays the Bloomlink 8.0 website interface. At the top, there is a navigation menu with buttons for 'Preview Inwires', 'Order History', 'Deliver Confirm', 'Admin', and 'Utilities'. The 'Admin' button is highlighted. Below the navigation menu, there is a 'Send Order' button with the text 'Earn up to \$5.00 per order' and 'Click here'. To the right of the 'Send Order' button, there is a statistics table:

Delivery Today	0	InSequence	4407
Pending DLCE	0	OutSequence	2864

Below the statistics table, there is a section titled 'Bloomlink 8.0 - Site Administration'. This section contains several links: '[InboundOrder Suspend!](#)', '[Manage Sending Florists!](#)', and '[Manage Shop Operations Schedule!](#)'. Below these links is a 'Change Password' form with three input fields: 'Old Password:', 'New Password:', and 'Verify New Password:'. An arrow points from the 'Verify New Password:' field to the 'Verify New Password:' link in the navigation menu. Below the form are 'Enter' and 'Reset' buttons.

The bottom of the screenshot shows the Windows taskbar with various application icons and the system tray displaying the time as 1:32 PM on 9/26/2012 and the battery level at 98%.



## BloomNet Timely Reply FAQ's

- To modify your Shops Standard and/or Holiday Hours of Operation\*, click on the Open or Close Field. FOR EXAMPLE: Change opening time from 9 AM to 10 AM or closing time from 6 PM to 7 PM. Please be sure to review the AM/PM designation as well.

The screenshot shows the Bloomlink 8.0 Site Administration interface. At the top, there are navigation tabs: Preview Inwires, Order History, Deliver Confirm, Admin, and Utilities. Below these, the date is set to September 15th. A summary box displays order statistics: Delivery Today (0), Pending DLCF (0), InSequence (4407), and OutSequence (2864). The main section is titled 'Bloomlink 8.0 - Site Administration' and includes a 'ChangePassword' link and the instruction 'Set your Shop's hours of Operation'. A table allows users to set hours for each day, with columns for Normal and Holiday periods, each with Open and Close times and AM/PM designations. A white arrow points to the 'Open' field for Wednesday, which is currently set to 09:00 AM. Below the table are 'Save' and 'Cancel' buttons.

Day	Normal		Holiday	
	Open	Close	Open	Close
Monday	09:00 AM	06:00 PM	09:00 AM	07:00 PM
Tuesday	09:00 AM	06:00 PM	09:00 AM	07:00 PM
Wednesday	09:00 AM	06:00 PM	09:00 AM	07:00 PM
Thursday	09:00 AM	06:00 PM	09:00 AM	07:00 PM
Friday	09:00 AM	06:00 PM	09:00 AM	07:00 PM
Saturday	09:00 AM	04:00 PM	09:00 AM	04:00 PM
Sunday	00:00 AM	00:00 AM	00:00 AM	00:00 AM

\*1-800-Flowers.com® Hours of Operations will be defaulted per the Fulfillment Agreement.

- After making the necessary updates, to the time your Shop is open and closed for Receiving Orders – left click “Save”
- Please note, that you have the ability to adjust your hours of operations for the holiday period as well.

Should you have any questions, please do not hesitate to contact BloomNet