New BloomLink Delivery Confirmation Screens

Terrific NEWS! To improve Customer satisfaction, for both Consumers & BloomNet Florists, reduce Customer complaints as well as costly order cancellations and redeliveries, effective June 30th, 2010 the BloomLink Delivery Confirmation feature will provide NEW Delivery Status fields to allow Florists to provide critical additional information surrounding the Delivery Status of an order:

(1) **Completed Delivery Details**– allows Florists to specify with whom/ where the order was delivered

(2) **Attempted Deliveries Details** – allows Florists to specify the reason why an order could not be delivered. When "Need Additional Information" is selected it will automatically trigger an INQR-Inquiry Message to Customer Service

(3) **Attempted Delivery** – for certain responses will provide a Redelivery Calendar to specify the next date for redelivery. For your convenience, all Attempted Deliveries will be flagged with a yellow icon.

To view the new Delivery Confirmation, see the detailed screenshots below. Questions? Contact BloomNet Customer Service at 1-866-256-6663. Thank you.

(1) Order Delivered or DLCF drop down options include:

        (a) Florist enters the **Date & Time** of Delivery

(b) NEW Florist then chooses the appropriate Completed Delivery Details

(c)The **Signature field** is completed. <u>**Please Note,**</u> this is only required for some options.

2. NEW Delivery attempted or DLCA option.

(a) The florist enters the date and time the delivery was attempted

(b) **NEW** Florist chooses the appropriate **Attempted Delivery** option

(c) If "**Need Additional Information**" it automatically generates an Inquiry (INQR) message to Customer Service for follow up with the Customer, saving Florists time by reducing an additional step!

(d) If "Recipient Not Available" is selected, 2 additional options are available:
   (i) **Will Deliver when Contacted by the Recipient**. - The Florist will detail how
   the informed the recipient of the pending delivery i.e. Tagged Door; or

   (ii) **Will Attempt Delivery** – Provides a calendar for the Florist to select the date
   for the Delivery Reattempt

Preview Inwires   Order History   Deliver Confirm   Admin   Utilities

Send Order
Earn up to $5.00 per order
Click here

1-800-FLOWERS/BETHPAGE (LFC) RETAIL-46000000 -- S/O/N/D Directo

| Delivery Today | 1 | InSequence | 90070 |
| Pending DLCF | 11 | OutSequence | 2838 |

bloomnet
Products and Services
Click here to order now

Bloomlink 8.0

Please select Delivery Confirmations to view.

○ Order Number   ○ Sequence Number   ⦿ Delivery Date

06-19-2010   ◈   [Search]

-Pending Deliveries-

| ☐ | 3357403 | 06-19-2010 | TEST | TEST CARLE PLACE NY-11514 | ○ Order Delivered | ⦿ Delivery Attempted |

Please complete the following details regarding your delivery Attempt

Date and Time: 06-23-2010 ◈   00 ▼ : 00 ▼   AM ▼

Reason for Non Delivery: Recipient Not Available ▼

Additional Non Delivery Detail: Will attempt delivery when contacted by recipient ▼

Delivery Attempt notes :   [   ]   *Please provide additional details (i.e. Door Tagged, Message Left, etc)

☐ Select All

[Submit]

Page 1

Send Order
Earn up to $5.00 per order
Click here

Preview Inwires | Order History | Deliver Confirm | Admin | Utilities

1-800-FLOWERS/BETHPAGE (LFC) RETAIL-46000000

| Delivery Today | 1 | InSequence | 90070 |
| Pending DLCF | 11 | OutSequence | 2838 |

bloomnet
Products and Services
Click here to order now

Bloomlink 8.0

Please select Delivery Confirmations to view.

○ Order Number   ○ Sequence Number   ● Delivery Date

06-19-2010   Search

-Pending Deliveries-

| ☐ | 3357403 | 06-19-2010 | TEST | TEST CARLE PLACE NY-11514 | ○ Order Delivered | ● Delivery Attempted |

http://10.180.1.220/ - ...

Please complete the following details regarding your delivery Attempt

Date and Time: 06-23-2010   00 : 00   AM

Reason for Non Delivery: Recipient Not Available

Additional Non Delivery Detail: Will attempt Delivery

Select Date:

☐ Select All

Submit

Page 1

| June | 2010 |

<< | < | Today | > | >>

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

(d) **Incorrect delivery date** – prompts "Will Deliver" and the calendar option. Florists can use this option to advise Customer Service of the correct delivery date (e.g. information/details provided for a funeral).

(e) **Other** – should only be used only when the drop down options provided are not appropriate. The Florist will receive the following options

      (i) "**Will Deliver when Contacted by the Recipient**" followed by a text field; or

      (ii) "**Will Attempt Delivery**" followed by the Calendar

http://10.180.1.220/bloomjsp/Bloomlink/frames.jsp

Live Search

File   Edit   View   Favorites   Tools   Help

Bloomlink

Page ▾   Tools ▾

Send Order
Earn up to $5.00 per order

Click here

| Preview Inwires | Order History | Deliver Confirm | Admin | Utilities |

odification Deadline has been extended until Friday 7/17/09!

| Delivery Today | 1 | InSequence | 90070 |
| Pending DLCF | 11 | OutSequence | 2838 |

bloomnet
Products and Services
Click here to order now

Bloomlink 8.0

Please select Delivery Confirmations to view.

○ Order Number   ○ Sequence Number   ● Delivery Date

06-19-2010   Search

-Pending Deliveries-

| ☐ | 3357403 | 06-19-2010 | TEST | TEST CARLE PLACE NY-11514 | ○ Order Delivered | ● Delivery Attempted |

Please complete the following details regarding your delivery Attempt

			http://10.180.1.220/ - ...
Date and Time:	06-23-2010 00 ▾ : 00 ▾ AM ▾		
Reason for Non Delivery:	Other ▾		June 2010
Additional Non Delivery Detail:	Will attempt Delivery ▾		<< < Today > >>
Select Date:			Su Mo Tu We Th Fr Sa

☐ Select All

Submit

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Page 1

start   1-800-flower...   2 Microsoft ...   Bloomlink - Wi...   http://10.18...   Document1 - ...   10:48 AM

100%

When all Delivery Confirmations and Pending Delivery Confirmations on the page are completed, click on the "**Submit"** button.

Please note, orders with a "**Deliver Attempt**" will stay on the Pending page with a **yellow icon symbol** noting that the order has a Delivery Attempt Noted.

Please Note, when the option of Delivery Attempted – Need Additional Information is chosen the order will contain two messages – BOTH a DLCA and an INQR message will appear on the order.