

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

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 -- S/

Delivery Today	1	InSequence	90070
Pending DLCF	11	OutSequence	2838

Bloomlink 8.0
Please select Delivery Confirmations to view.

Order Number Sequence Number Delivery Date

06-19-2010 Search

-Pending Deliveries-

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input type="radio"/> Delivery Attempted
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Select All Submit

Page 1

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

Bloomlink 8.0

06-19-2010 Search

-Pending Deliveries-

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered <input type="radio"/> Delivery Attempted
Please complete the following details regarding your delivery					
Date and Time:	06-23-2010 00:00 AM				
Left With:	Intended Recipient				
Signature:	Intended Recipient				
<input type="checkbox"/> Select All	Neighbor				
	Front Desk/Receptionist				
	Flower Room				
	Co-worker				
	Security Office				
	Porch/Front Door				
	Other				
	Submit				
	Page 1				

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

The screenshot displays the Bloomlink 8.0 web application interface. At the top, there is a navigation menu with buttons for "Preview Inwires", "Order History", "Deliver Confirm", "Admin", and "Utilities". Below the menu is a status summary box containing the following information:

Delivery Today	1	InSequence	90070
Pending DLCE	11	OutSequence	2838

Below the summary box is a search bar with the date "06-19-2010" and a "Search" button. The main content area is titled "-Pending Deliveries-" and contains a table with one row of data:

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered <input type="radio"/> Delivery Attempted
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Below the table is a form titled "Please complete the following details regarding your delivery". The form includes the following fields:

- Date and Time: 06-23-2010, 00:00 AM
- Left With: Neighbor
- Signature: [Empty field] * Required text field
- Select All:
- Submit button

The page footer indicates "Page 1". The browser's taskbar at the bottom shows the Windows Start button and several open applications, including "1-800-Flower...", "Inbox - Micro...", "Vacation tme...", "Bloomlink - Wi...", and "Document1 - ...". The system clock shows "10:34 AM".

2. NEW Delivery attempted or DLCA option.

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

The screenshot displays the Bloomlink 8.0 web application interface. At the top, there are navigation tabs: **Preview Inwires**, **Order History**, **Deliver Confirm**, **Admin**, and **Utilities**. Below these, a header section includes a **Send Order** button (with the text "Earn up to \$5.00 per order" and "Click here") and the **bloomnet** logo (with the text "Products and Services" and "Click here to order now").

The main content area features a search filter section with the text "Please select Delivery Confirmations to view." and three radio buttons: **Order Number**, **Sequence Number**, and **Delivery Date**. The **Delivery Date** option is selected, and a text input field contains "06-19-2010" next to a **Search** button.

Below the search section, there is a table titled **-Pending Deliveries-**. The table has the following data:

Order Number	Delivery Date	Order Name	Order Status
<input type="checkbox"/> 3357403	06-19-2010	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered <input type="radio"/> Delivery Attempted

Below the table, there is a **Select All** checkbox and a **Submit** button. The page number **Page 1** is displayed at the bottom of the content area.

The browser window title is "Bloomlink - Windows Internet Explorer" and the address bar shows "http://10.180.1.220/bloomjsp/bloomlink/frames.jsp". The Windows taskbar at the bottom shows the Start button, several application icons, and the system clock displaying "10:36 AM".

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

Bloomlink 8.0
Please select Delivery Confirmations to view.

Order Number Sequence Number Delivery Date

06-19-2010 Search

-Pending Deliveries-

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input checked="" type="radio"/> Delivery Attempted
Please complete the following details regarding your delivery Attempt						
Date and Time:	06-23-2010	00	:	00	AM	
Reason for Non Delivery:	Please Select					
<input type="checkbox"/> Select All	Please Select Need Additional Information Recipient Not Available Incorrect Delivery Date Other					

Done Internet 100%

start 1-800-Flower... Inbox - Micro... Vacation time... Bloomlink - Wi... Document1 - ... 10:37 AM

- (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!

Send Order
Earn up to \$5.00 per order
Click here

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

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

Delivery Today	1	InSequence	90070
Pending DLCE	11	OutSequence	2838

Bloomlink 8.0

Please select Delivery Confirmations to view.

Order Number
 Sequence Number
 Delivery Date

06-19-2010 [v] [Search]

-Pending Deliveries-

<input type="checkbox"/> 3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered <input checked="" type="radio"/> Delivery Attempted
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Please complete the following details regarding your delivery Attempt

Date and Time: 06-23-2010 [v] [00] [AM]

Reason for Non Delivery: [Need Additional Information](#)

Delivery Attempt notes : *Please provide additional details

Select All

[Submit]

Page 1

- (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

The screenshot shows the Bloomlink 8.0 web application interface. At the top, there are navigation tabs: Preview Inwires, Order History, Deliver Confirm, Admin, and Utilities. The main header displays the company name 'bloomnet' and a 'Send Order' button. Below the header, a summary box shows delivery statistics: Delivery Today: 1, Pending DLCE: 11, InSequence: 90070, and OutSequence: 2838. The main content area is titled 'Bloomlink 8.0' and prompts the user to 'Please select Delivery Confirmations to view.' There are three radio buttons for selection: Order Number, Sequence Number, and Delivery Date. A search box contains the date '06-19-2010'. Below this, a table titled '-Pending Deliveries-' lists a single entry with order number 3357403, date 06-19-2010, and location TEST CARLE PLACE NY-11514. The entry is marked as 'Delivery Attempted'. A form below the table asks for details regarding the delivery attempt, including date and time (06-23-2010 00:00 AM), reason for non-delivery (Recipient Not Available), and additional details. A dropdown menu is open, showing options: 'Please Select', 'Will attempt delivery when contacted by recipient', and 'Will attempt Delivery'. The 'Will attempt delivery when contacted by recipient' option is highlighted. The page number 'Page 1' is visible at the bottom of the content area. The Windows taskbar at the bottom shows the start button and several open applications, including '1-800-flower...', 'Inbox - Micro...', 'Vacation time...', and 'Bloomlink - Wi...'. The system clock shows 10:40 AM.



Delivery Today	1	InSequence	90070
Pending DLCF	11	OutSequence	2838



Bloomlink 8.0

Please select Delivery Confirmations to view.

Order Number Sequence Number Delivery Date

06-19-2010 Search

-Pending Deliveries-

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input checked="" type="radio"/> Delivery Attempted
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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



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

Delivery Today	1	InSequence	90070
Pending DLCE	11	OutSequence	2838



Bloomlink 8.0

Please select Delivery Confirmations to view.

Order Number Sequence Number Delivery Date

06-19-2010 Search

-Pending Deliveries-

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input checked="" type="radio"/> 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
Select Date:

Submit

Page 1

Calendar for June 2010

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).

The screenshot displays the Bloomlink 8.0 web application interface within a Windows Internet Explorer browser window. The browser address bar shows the URL: `http://10.180.1.220/bloomjsp/bloomlink/frames.jsp`. The page features a navigation menu with buttons for "Preview Inwires", "Order History", "Deliver Confirm", "Admin", and "Utilities". A prominent message states: "Attention Deadline has been extended until Friday 7/17/09!".

Below the navigation, there is a summary box with the following data:

Delivery Today	1	InSequence	90070
Pending DLCE	11	OutSequence	2838

The main content area is titled "Bloomlink 8.0" and prompts the user to "Please select Delivery Confirmations to view." There are three radio buttons for selection: "Order Number", "Sequence Number", and "Delivery Date". A search box contains the date "06-19-2010" and a "Search" button.

Below the search, a section titled "-Pending Deliveries-" displays a table with the following details:

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input checked="" type="radio"/> Delivery Attempted
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Below the table, a form titled "Please complete the following details regarding your delivery Attempt" is visible. The form includes the following fields:

- Date and Time: 06-23-2010 00:00 AM
- Reason for Non Delivery: Incorrect Delivery Date
- Additional Non Delivery Detail: Will attempt Delivery
- Select Date: (empty)
- Select All
- Submit button

A calendar pop-up window is overlaid on the right side of the form, showing the month of June 2010. The calendar grid is as follows:

June		2010			
<<	<	Today	>	>>	
Su	Mo	Tu	We	Th	Fr
		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				

The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 10:45 AM on 06/23/2010.

- (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

Send Order
Earn up to \$5.00 per order
Click here

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

GE (LFC) RETAIL-46000000 -- S/O/N/D Directory Codification Deadline h

Delivery Today	1	InSequence	90070
Pending DLCF	11	OutSequence	2838

Bloomlink 8.0

Please select Delivery Confirmations to view.

Order Number
 Sequence Number
 Delivery Date

06-19-2010 Search

-Pending Deliveries-

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input checked="" type="radio"/> Delivery Attempted
Please complete the following details regarding your delivery Attempt Date and Time: 06-23-2010 00:00 AM Reason for Non Delivery: Other Additional Non Delivery Detail: Will attempt delivery when contacted by recipient Delivery Attempt notes : <input type="text"/> *Please provide additional details (i.e. Door Tagged, Message Left, etc) <input type="checkbox"/> Select All						

Submit

Page 1



[Preview Inwires](#) [Order History](#) [Deliver Confirm](#) [Admin](#) [Utilities](#)

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

Delivery Today	1	InSequence	90070
Pending DLCE	11	OutSequence	2838



Bloomlink 8.0

Please select Delivery Confirmations to view.

Order Number Sequence Number Delivery Date

06-19-2010

-Pending Deliveries-

<input type="checkbox"/>	3357403	06-19-2010	TEST	TEST CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input checked="" type="radio"/> Delivery Attempted
--------------------------	---------	------------	------	---------------------------------	---------------------------------------	---

Please complete the following details regarding your delivery Attempt

Date and Time: 06-23-2010 00:00 AM
Reason for Non Delivery: Other
Additional Non Delivery Detail: Will attempt Delivery
Select Date:

Select All

Page 1

Calendar for June 2010

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			

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.

The screenshot displays the Bloomlink 8.0 web application. At the top, there are navigation tabs: "Preview Inwires", "Order History", "Deliver Confirm", "Admin", and "Utilities". A summary box shows the following statistics:

Delivery Today	1	InSequence	90070
Pending DLCF	11	OutSequence	2838

Below the summary box, the page is titled "Bloomlink 8.0" and shows a date filter for "06-15-2010". The main content area is titled "-Pending Deliveries-" and contains a table with the following data:

Order ID	Date	Product	Address	Order Status	Action
3357251	06-15-2010	FLOWERS	1 ANY STREET CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input type="radio"/> Delivery Attempted
3357252	06-15-2010	FLOWERS	1 ANY STREET CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input type="radio"/> Delivery Attempted
3357253	06-15-2010	FLOWERS	1 ANY STREET CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input type="radio"/> Delivery Attempted
3357254	06-15-2010	FLOWERS	1 ANY STREET CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input type="radio"/> Delivery Attempted
3357256	06-15-2010	FLOWERS	1 ANY STREET CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input type="radio"/> Delivery Attempted
3357257	06-15-2010	FLOWERS	1 ANY STREET CARLE PLACE NY-11514	<input type="radio"/> Order Delivered	<input type="radio"/> Delivery Attempted

Below the table, there is a "Select All" checkbox and a "Submit" button. A status message at the bottom of the page reads: "Record contains delivery attempted".

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.

1-800-FLOWERS/BETHPAGE (LFC) RE

Delivery Today	1	InSequence	90070
Pending DLCA	11	OutSequence	2838

Bloomlink 8.0

1	1120RD	One Dozen Long Stemmed Red Roses Arranged with Filler and Greens	49.99
Occasion :OTHER		Original Order Total \$ 49.99	
2nd Product Choice:			

Card Message	Special Instructions
TEST ORDER	

Messages

Reprint?	Date/Time Received	Message Type	Message Summary	Receiving Florist ID	Sequence No	Date/Time Read
	06-15-2010 18:23:11	INQR		00800000	O2765	06-16-2010 10:55:18
Delivery Attempted on 06-15-2010 00:00 AM ,call						
	06-15-2010 18:23:11	DLCA	Need Additional Information	00800000	O2764	06-16-2010 10:55:18
Delivery Attempted on 06-15-2010 00:00 AM ,call						
<input type="checkbox"/>	06-15-2010 13:47:03	ORDR		46000000	I90011	06-15-2010 18:14:01
<input type="checkbox"/>	Select all					

Buttons: