



FTD THE FLOWER EXPERTS™



FTD CONTINUES TO ADVANCE QUALITY WITH FTD DELIVERY CONFIRMATION PROGRAM

Did you know that sending a delivery confirmation is one of the top reasons why someone is a repeat customer?*

With more and more gift providers offering such notifications, delivery confirmations are expected by customers instead of being seen as a perk.

Effective December 1, 2009, FTD is launching a new program that will continue to advance quality within the floral industry: **The FTD Delivery Confirmation Program.**

The goal of the new FTD Delivery Confirmation Program is for 100% of customers to receive a delivery confirmation within one business day after the order is delivered. The program is applicable for all orders including florist-to-florist, FTD.com and International orders.

Sending a delivery confirmation is made easy with step-by-step instructions when using FTD Mercury. For instructions, go to www.FTDi.com/quality/delivery.

FTD Florists' participation in this program is important to continue advancing quality within the floral industry and keep flower gift-giving at the top of customers' minds.

The approach to the FTD Delivery Confirmation Program presents a benefit to each of the groups involved:

- 1. CONSUMERS:** Designed to improve customer satisfaction
- 2. SENDING FLORIST:** Saves time from having to track down the delivery status of an order
- 3. FILLING FLORIST:** Offers a \$0.50 transmission credit for sending a delivery confirmation

FTD continues to recognize how quality will define the floral industry by seeking out new ways to improve the customer experience and retain their business with FTD and FTD Florists. Delivery confirmation is just one more way to improve quality and enhance a customer's experience.

Please be advised that effective December 1, 2009, the standard transmission fee will be \$2.00 (U.S) and \$1.75 (CAD). The FTD Delivery Confirmation credit will offset the changes to the transmission fee.

For more details and answers to your questions, go to www.FTDi.com/quality/delivery.

*FTD.COM CONSUMER SURVEY, JULY 2009.

