



FTD FLORISTS STAND UP FOR QUALITY

Here's what some FTD Florists are saying about the program:

"Initially, I did not think the program was necessary. However, I reviewed the program with my office team and discovered they have had various issues with about 10 - 15% of our orders being delivered late or not being delivered at all. My staff and I work hard to ensure all orders and all of our customers are taken care of so today, I am more in favor of the program and support FTD's effort to promote quality in our industry."

Don Hotton
Jory's Flowers, Concord, CA

"I commend FTD for making florists accountable and responsible for orders received by creating the Delayed Response Program. As a florist, it is our responsibility to be fair to customers and do what you say you are going to do on both sides of the business - sending or filling. Customers have a lot of choices and we all have to work together to protect the floral industry. Our industry is not regulated. I like having standards in place, such as the Delayed Response Program, to protect the owners who take accountability seriously."

Arthur Conforti
Beneva Flowers, Sarasota, FL

"FTD's Delayed Response Program is a bold attempt to improve the integrity of the Mercury Network. This will benefit professional FTD Florists by insuring orders are filled in a timely manner which will improve your customer satisfaction."

Steven Kavanaugh
Norfolk Florist, Virginia Beach, VA

"FTD's Delayed Response Program is designed to protect florists and consumers alike. Most quality florists will be positively impacted by this program. I am glad that FTD is taking the lead to improve quality."

Janet Lye
Tidy's Flowers, Toronto, ON

"The FTD Delayed Response Program is long overdue. I am supportive of this program for a variety of reasons. I consider not only FTD, but their members as my business partners. As such, I give the respect of each order I receive on my Mercury, whether from FTD, FTD.com or another member, as though their customer walked through my door and placed the order with me personally. I do so as a professional and expect nothing less when I send out my orders. As colleagues, we depend on each other and we must be accountable to each other. When we as florists accept a wire order, we accept responsibility for the execution of the design and delivery. We are professionals and if we expect to be treated as such, we must behave as such. Accepting a wire order and holding onto it only to reject it at the last minute especially on a holiday is behavior that does not come close to being professional. I support the Delayed Response Program."

Joni Marie O'Neill
Mission Viejo Florists, Inc., Mission Viejo, CA

"Late and non-delivered orders have been a chronic problem for a long time and it only hurts the industry. Each time this happens, we lose a customer and the industry possibly loses a flower purchaser. It is about time that someone took the lead with a program to address and attempt to correct these issues. I am a fan of the concept of the FTD Delayed Response Program."

Jonathon Boundy
Expressions in Bloom, Corvallis, OR

**PROTECTING YOUR CUSTOMERS, PROTECTING YOUR BUSINESS,
PROTECTING OUR INDUSTRY**

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