



FTD *Stands for Quality*

FTD continues to take the lead standing for quality in the floral industry.

We recognize how quality will define our industry and define florists from one another.

For 100 years, FTD has been a pioneering leader in promoting quality throughout the floral industry. With superior business tools, exclusive education programs and innovative quality programs, we are continuously seeking out new ways to improve the customer experience and retain their business with FTD Florists and FTD.





FTD is proud to take the lead in the industry to protect your business, your customers and ultimately our industry!

Measure Quality

FTD is 100% focused on creating new programs and tools to provide continuous quality improvements for florists. We are pleased to launch the new FTD Quality Star Program, which provides all shops with a benchmark to show how they compare with all florists in the FTD network. This program is a great tool that provides a uniformed and consistent measurement of quality across all FTD Florists.

The FTD Quality Rating takes actual, quantitative order data and calculates an acceptable quality level. FTD Florists who are at or above this "quality bar" will receive an FTD Quality Star. The rating will be recalculated every four months in conjunction with the FTD Directory cycle. The rating will appear only on your monthly FTD Clearinghouse statement and will not be published.

How Can My Shop Receive A Quality Star?

To receive an FTD Quality Star, your shop needs to fill a minimum of 25 incoming orders per month regardless of order origin (combination of Florist-to-Florist and FTD.COM) and have an FTD Quality Rating less than or equal to 1.1% during the FTD Directory cycle.

The following formula will determine the shops that receive the FTD Quality Star. These data points are the most complete and accurate way to measure quality.

$$\text{"Quality Rating"} = \frac{(\text{DRP Dollar Value}^* + \text{FTD.COM Refund Dollar Value})}{(\text{Florist to Florist Dollar Value Filled} + \text{FTD.COM Order Dollar Value Filled})}$$

*Delayed Response Program (DRP) Dollar Value will include the dollar value of orders rejected after two (2) hours of receipt of the order according to Delayed Response Program rules. Dollar value of orders rejected after the delivery date will be counted twice according to Delayed Response Program rules.

Included in your monthly FTD Clearinghouse statement, you can view the corresponding "Quality Rating Report Detail" that includes a breakdown of each Delayed Response Program (DRP) order value and each order with an FTD.COM refund associated with it.

The FTD Quality Rating is a great way for you to evaluate your service levels and make improvements based on actual data from your shop. FTD wants to help your shop reach its greatest potential with improved performance in service levels, customer retention and more orders!

What Is the FTD Delayed Response Program?

FTD launched the Delayed Response Program in June 2008. The Delayed Response Program is designed to protect FTD Florists from late or undelivered orders that ultimately impact their reputations with their customers. FTD tracks all orders and assess penalties on behalf of the sending florist to ensure their orders are either being rejected or fulfilled in a timely basis. Any penalties collected from this program are credited to the sending florist.

The goal of the FTD Delayed Response Program is for filling florists to reject an order back to the sending florist within two hours of receiving it. By rejecting the order within two hours of receipt during standard business hours, the order will return back to the FTD network in a timely manner to ensure that it will get fulfilled for the customer.


The FTD Delayed Response Program standard business hours are:

Monday – Friday 9 a.m. – 5 p.m.

Saturday and Sunday 9 a.m. – 1p.m.

For comprehensive Frequently Asked Questions (FAQ), go to www.FTDi.com/quality.





The FTD Delayed Response Program is being
applauded by florists who want to protect the industry!
Just see what some florists are saying about it.

“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

“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

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

Steven Kavanaugh

Norfolk Florist, Virginia Beach, VA



Florists’ Transworld Delivery, Inc.

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