FTD 1910

FLORIST QUALITY SCORECARD

REVISED SEPTEMBER 2024

What is the Florist Quality Scorecard?

- The Florist Quality Scorecard is a resource available to FTD Member Florists that provides guidance and allows the florist to optimize their business operations when receiving and filling FTD.com orders.

- The scorecard is updated monthly and available for review at FTDi.com.

How will the scorecard help me?

- The scorecard will allow you to monitor your Quality and Refusal ratings, both of which impact a shop's opportunity to receive FTD.com orders, as defined by the FTD Path to Orders.

- It provides a benchmark to view your performance compared to other flower shops in your market.

- The scorecard is designed to help you identify opportunities to improve your quality metrics, receive more orders and instill industry best practices.
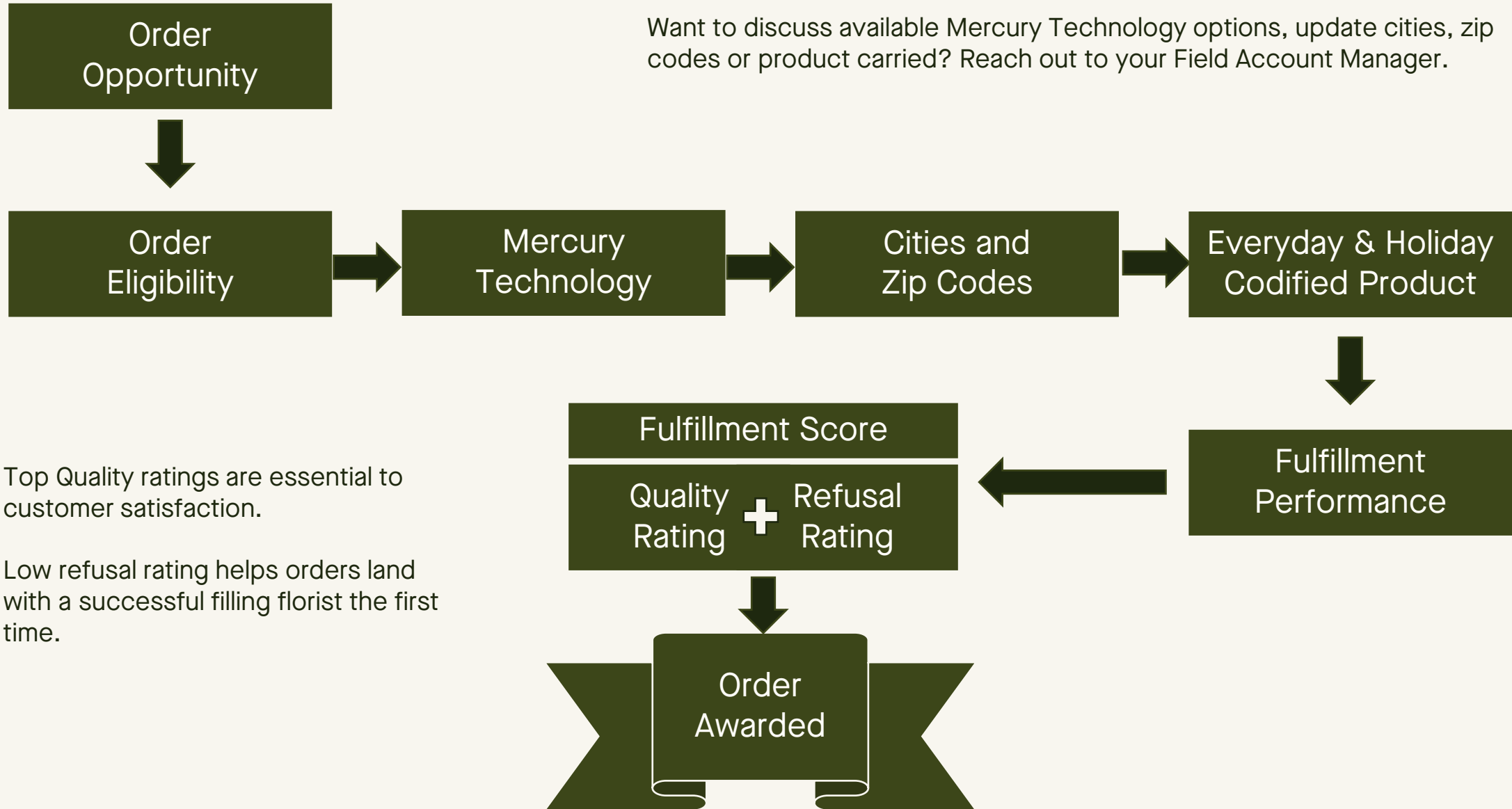
Order
Opportunity

Want to discuss available Mercury Technology options, update cities, zip codes or product carried? Reach out to your Field Account Manager.

Order
Eligibility → Mercury
Technology → Cities and
Zip Codes → Everyday & Holiday
Codified Product

Fulfillment Score

Top Quality ratings are essential to customer satisfaction.

Quality
Rating + Refusal
Rating ← Fulfillment
Performance

Low refusal rating helps orders land with a successful filling florist the first time.

Order
Awarded

FTDI.COM – FLORIST SCORECARD LOGIN

The florist scorecard is located on FTDi.com under Quality Programs.

Once in Quality, choose **Florist Scorecard** in the left sidebar and login.

Click the blue hyperlink to view the corresponding monthly scorecard.

FTD — THE FLOWER FACTORY

QUALITY OVERVIEW   QUALITY RESOURCES   PRODUCT RECIPE CATALOG   FLORIST LIST

12-3456AA   ABC Flower Shop   **IT SCORECARD**
04-2671AA THE FLOWER FACTORY   AUG 2022   PAGE 1

① ORDER ELIGIBILITY
TOTAL NUMBER OF SHOPS COMPETING FOR ORDERS IN YOUR MARKET

121

② ZIP CODE COVERAGE
CURRENT ZIP CODES FOR YOUR SHOP	105
AVERAGE ZIP CODES - MARKET	55

③ HOLIDAY PRODUCT CODIFICATION
# OF PRODUCTS CODIFIED BY YOUR SHOP	83
AVG # OF PRODUCTS CARRIED - MARKET	38

EVERYDAY PRODUCT CODIFICATION
# OF PRODUCTS CODIFIED BY YOUR SHOP	73
AVG # OF PRODUCTS CARRIED - MARKET	40

FULFILLMENT PERFORMANCE
KEY INDICATORS USED BY FTD TO DETERMINE HOW FTD.COM ORDERS ARE ROUTED IN YOUR MARKET

④ QUICK LINKS
SHOP PROFILE	QUALITY RATING
ORDER METRICS	REFUSAL RATING
13 MONTH TREND	ORDER COMMENTS
POTENTIAL GAINS	

⑤ QUALITY RATING   `TIER 1`
QUALITY RATING - YOUR SHOP	99.7%
AVG QUALITY RATING - MARKET	94.9%

REFUSAL RATING   `TIER 1`
REFUSAL RATING - YOUR SHOP	1.3%
REFUSAL RATING - MARKET	18.0%

⑥ CUSTOMER SATISFACTION (NPS)
MONTHLY NET PROMOTER SCORE	
PRIOR YEAR MONTHLY NPS	
MONTHLY NUMBER OF RESPONSES	38

1. A market is the number of competing shops that share at least one zip code.

2. Compare the zip codes you cover to the average number covered in market.

3. Compare the codified product covered by your shop and others in the market.

4. Use the quick links to easily access pages of data.

5. Quality and Refusal rating are showcased for the period for both your shop and the market.

6. *FTD no longer compiles NPS data

MEMBER PROFILE

FTD.COM FULFILLMENT SCORECARD

1234-56AA	ABC Flower Shop	AUG 2024	PAGE 2

Shop Name
CARLONE'S FLORIST

Address
16 DEXTER ST
PORTSMOUTH, RI 02871
NEWPORT

RVP Assigned
Matt McAnany

FBC Assigned
Alicia Farr

Division
01

Owner / President
CAROL ANN CARLONE

Owner / President Email
PORTSMOUTH@CARLONESFLORIST.COM

Contact Name

Contact Email

Contact Phone

Shop Phone
(401)683-0304

Master Florist
No

Premier Florist
No

Open Sunday
No

Tech Platform
MER

Member Date
9/1/1966

FTD.com Minimum Order
$125.00

HOLIDAY   HOME

EVERYDAY   HOME

6F	AP1	AP2	ARR	BLN	BPL
CAK	CMG	CPE	CPL	CPO	FNL
FRT	MO	ROS	SBD	SBE	SBP
SBS	SFD	SFP	SFS	SLD	SLE
SLP	SLS	SMD	SMS	SPD	SPE
SPP	SPS	SWD	SWE	SWG	SWP
SWS	SYD	SYE	SYP	SYS	

GENERAL CODIFICATION

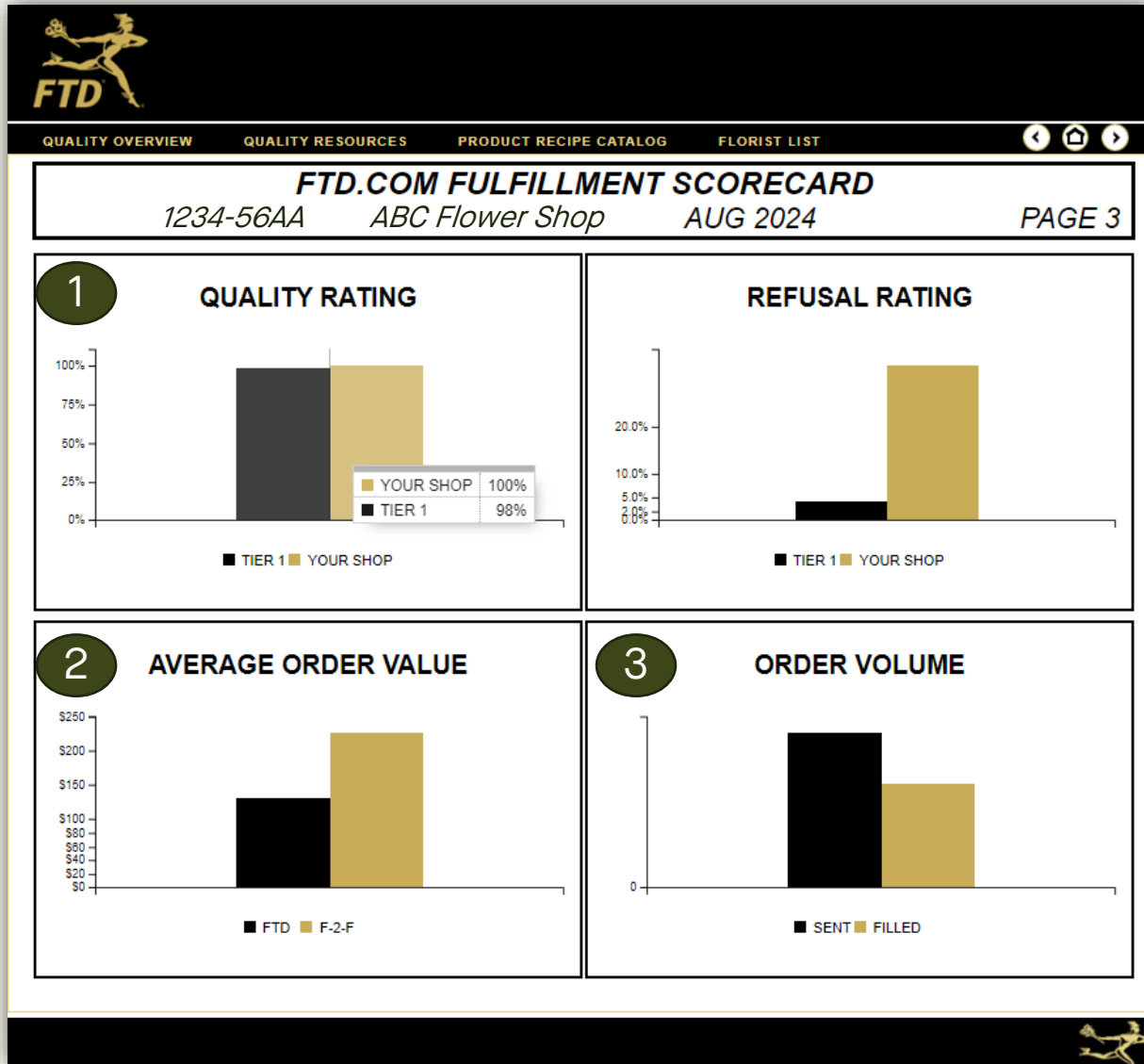### SERVICED FTD.COM ZIP CODES   HOME

02809 (11:00AM)	02840 (2:00PM)	02842 (2:00PM)	02871 (2:00PM)	02878 (11:00AM)

1. Shops details

2. Featured product for your shop

3. FTD.com ZIP codes and cut-off times

Shop our featured Marketplace products [here](#)!

ORDER METRICS

See exact numbers by hovering over bar graphs.

1. Quality and Refusal Rating pertain only to FTD.com orders. The black bar represents the metric target.

2. Average Order Volume (AOV) is shown for both FTD.com and Florist to Florist (F2F) orders.

3. Order Volume displays both orders sent, and orders filled for the month.
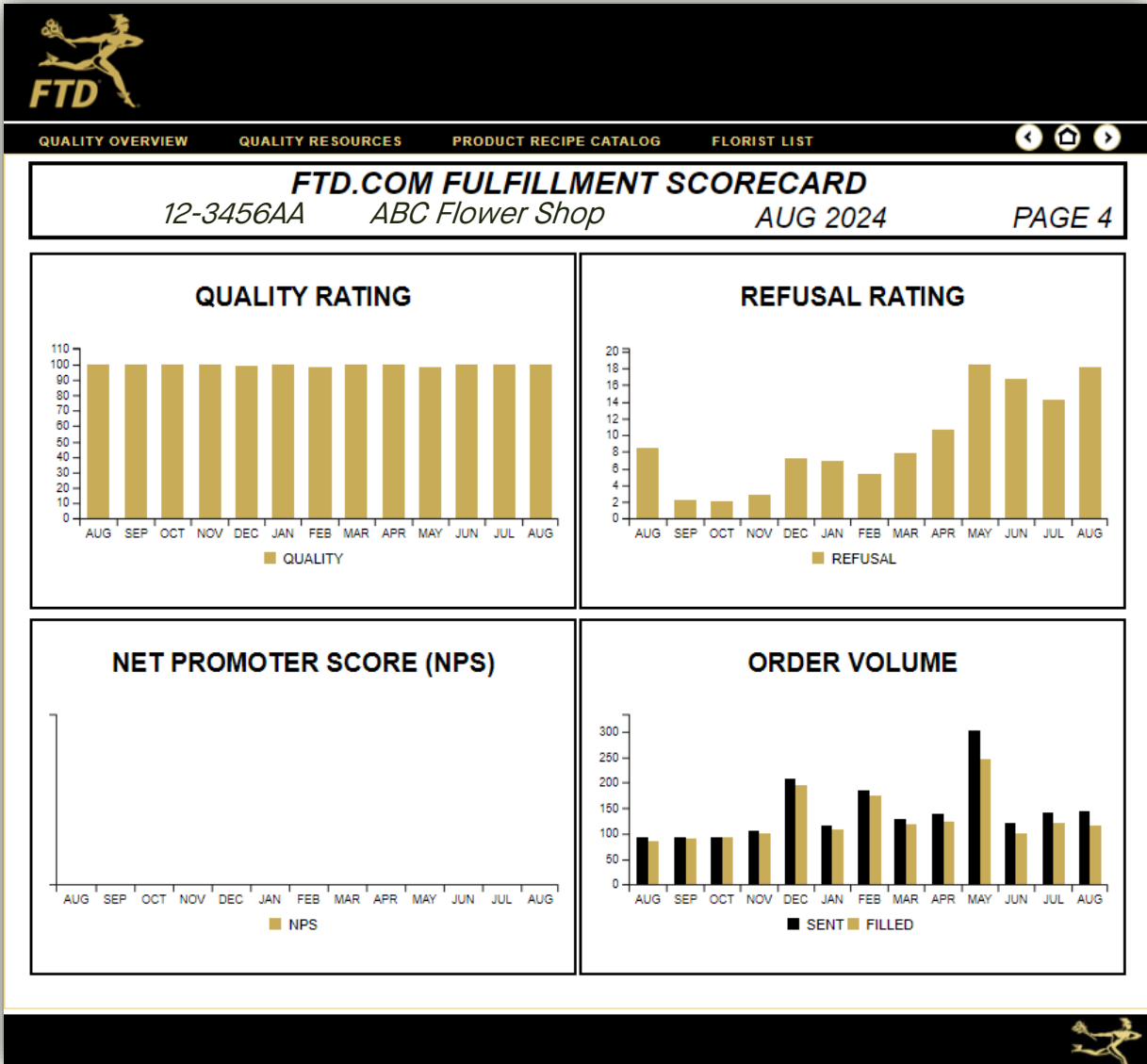
The 13-month trend will display a rolling view of your Quality Rating, Refusal Rating and Order Volume to easily compare data.

*FTD no longer compiles NPS data

QUALITY METRICS

1. Quality Rating is calculated by dividing total FTD.com and Florist to Florist orders into your shop's DRP late reject fees and FTD.com refunds.

2. Compare your Quality Rating to those in your market.

3. View a summary of recent orders including category and value.

4. This section displays DRP order values used in the Quality Rating calculation.

5. The section shows your DRP late reject counts and fee accrued.

6. Displays refund values used in Quality Rating calculation.

1. Reject Rating is orders refused divided by total order received from FTD.com.

2. See how your refusal rating compares to those in your market.

3. Rejects compared to market area.

4. System cancels compared to market area.

5. Displays categories that your rejects fell within.

6. Displays categories that your cancels fell within.

1. Reject Comments will include order details on rejected orders and the reject reason. These rejects are grouped by category.

2. Cancel comments apply to orders you have asked a question on that have resulted in a system cancel.

Be sure to review the comments and adjust your shop profile, as necessary.

Adjustments could include refining your service area, updating your minimums or purchasing additional codified product.

SUMMARY PAGE

FTD.COM FULFILLMENT SCORECARD

12-3456AA	ABC Flower Shop	AUG 2024	PAGE 8

**OPPORTUNITIES TO STRENGTHEN YOUR PARTNERSHIP WITH FTD
AND IMPROVE YOUR SHOP'S POTENTIAL TO EARN MORE ORDERS IN YOUR MARKET**

AVOID DRP FEES - FILL ORDERS YOU HAVE ACCEPTED	$0	✔
AVOID DRP FEES - REJECT ORDERS TIMELY	$10	✔
CAPITALIZE ON ORDERS WE'VE SENT TO YOUR SHOP	$851	✔
	$861	

This summary page displays opportunities your shop could have avoided including any Delayed Response Program (DRP) fees incurred, as well as the value of FTD.com orders sent to the shop, but unable to fill.

Questions?

Contact Member Services at 800-788-9000

FTD 1910