BEST PRACTICES *for* ORDER HANDLING

SCENARIO	ACTION	DETAILS
ORDER ACKNOWLEDGMENT		
Order is received in Mercury Cloud	Always acknowledge orders in your Mercury Cloud system immediately upon receipt. You can reject or send an order related message within a 1 hour, 50-minute window if needed.	Failure to acknowledge orders may impact the volume of future orders you receive. It is also recommended that you manage orders first in, first out (FIFO) to ensure customer satisfaction.
Address or recipient information needed	Send an ASK message stating the information that you need.	Please be as specific as possible in your message.
Need to notify FTD about an attempted delivery	You may send an ASK message explaining the situation.	Please make sure you include the time you attempted delivery when applicable. It is also customer-friendly to leave a phone message for the recipient that you attempted a delivery.

ASK MESSAGES

ASK messages should be kept to a minimum. Do not request that a product, price or delivery date be changed unless unavoidable. For example, the recipient cannot receive flowers on the selected date because they are in the ICU. In the rare instance that this is the case, please utilize an ASK message for guidance.

If you are sending an ASK related to the minimum price of the product, we kindly ask you review your Total Order AOV, as FTD's average is higher than $80 (as of Jan. 2021). While some orders might come in below your desired minimum, our AOV has proven we focus on selling products that are profitable for our member florists.

SCENARIO	ACTION	DETAILS

REDUCING ZIP CODES FOR FTD.COM

Need to temporarily reduce your delivery area during the holidays for FTD.com	Send a GEN message to 90-0075AA or email **distributiongroup@FTDi.com** and include your cut-off time for same day delivery, the start date to block the ZIP code and end date to remove the block.	Due to holiday volume, we cannot guarantee the delivery area will be blocked during the peak of the holiday, but we do ask for you to send in your request. It is recommended you review your delivery footprint before the holiday and follow the appropriate reject process below.

DELIVERY CONFIRMATIONS

FTD offers a variety of technology tools to make it quick and easy to submit a delivery confirmation. Visit **FTDi.com/Quality** to learn more and view our how-to guide.

Order delivered	Send a DCON immediately upon completion of delivery utilizing our mobile delivery app or your system. If you are using Mercury Cloud, confirm the order by logging into the system and process the delivery confirmation.	It is expected all orders are delivered to recipients by 7pm (local time). After the delivery confirmation is completed, the consumer who ordered the arrangement will be notified via email that the delivery has been completed.

SUSPENDING MERCURY

Our goal is to provide an adequate flow of orders to our members. You can help us achieve this by keeping your Mercury up and running during the holiday period.

Stop receiving orders for a short period of time.	Suspend your Mercury for receipt of orders.	We caution against suspending your Mercury because it will impact your ability to receive future orders. If you need to adjust your incoming order capacity during a holiday period, you can adjust your incoming order volume in FTD Florist Link in the Admin menu or contact Member Services.

SCENARIO	REJECT MESSAGE	DETAILS

REJECTING ORDERS		

Orders should only be rejected when absolutely necessary. FTD's goal is always to land the right order with the right florist the first time. In the occurrence that an order needs to be rejected, please remember to do so as soon as possible to reduce the risk of delayed response fees.

SCENARIO	REJECT MESSAGE	DETAILS
You have received the maximum number of orders you can handle for the holiday.	Shop is at capacity for (Insert date).	This will block you from receiving all FTD.com orders. You should also navigate to Florist Link, click the Admin button and update your remaining capacity in the holiday capacity tool.
You have received an order to be delivered to a ZIP code not in your coverage area, or it is too late for delivery to the ZIP code that day.	Out of delivery area for holiday **OR** Out of delivery area for (insert date) **OR** Out of delivery area, remove ZIP code	You will not be responsible for filling that FTD order.
You are out of a codified container.	Out of codified container	FTD.com will block you from receiving future orders for that codified product. To be unblocked, you must purchase additional containers from FTD Marketplace.
You are out of flowers	Out of flowers for today (insert date) **OR** I don't have flowers for this item, block item **OR** Out of flowers for the holiday, suspend my system	You will not be responsible for filling that FTD order.

SCENARIO	REJECT MESSAGE	DETAILS
REJECTING ORDERS		
An order is below your minimum.	Below minimum due to item value **OR** Below Stated Minimum **OR** Below Holiday Minimum	Keep in mind that you are agreeing to fill all sizes of a codified bouquet when you purchase the codified container. Rejecting because an item is below your minimum is factored into our internal systems for order distribution. Please consider your orders' average AOV, not just an individual minimum order.
You cannot fill a same-day order.	Too late for delivery **OR** Too late for delivery due to holiday	If you cannot fill a same-day order, reject the order and we will temporarily update the same-day cutoff times for the ZIP code.
Your store is closed for the day.	Store closed	If your store is permanently closed, please indicate this is the case and suspend your Mercury.
You do not have the product that was ordered.	Container not available, block item **OR** Flowers not available, block item **OR** Out of flowers for the holiday, suspend my system	You will not be responsible for filling that FTD order.