

## Substitution Tips for Customer Satisfaction Success

The positive experiences and perceptions that consumers have about your flower shop are crucial to growing and sustaining your business.

### DID YOU KNOW?

- ✓ A 5% increase in loyalty can increase profits by 25-85%\*
- ✓ The average customer with a poor experience tells nine other people\*
- ✓ Satisfied customers share their positive experience with five others\*

It is critical to always meet and exceed customers' expectations. Maintaining the intended value, color balance and style of an arrangement are extremely important to ensuring a great customer experience. Although there are circumstances that can challenge designers to adhere to a specific recipe, the FTD Substitution Policy was created to help member florists achieve customer satisfaction.

### Some highlights include:

- Notify the sending florist or the customer directly of a substitution and the reason.
- In assorted flower arrangements, the colors in the recipe should be used, even if it means substituting other kinds of flowers of equal value.
- The utmost care should be taken to maintain the overall effect of the arrangement (e.g., spiked flowers substituted for spikes and round for round).
- In arrangements of one flower type, the variety is of first importance, preceding color in this instance only.

Visit [FTDi.com/Quality/Substitution](http://FTDi.com/Quality/Substitution) for the complete policy.

\*Source: Quality Digest, Measuring and Managing Satisfaction by Kevin Cacioppo.

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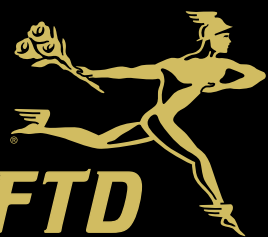
# The Benchmark

Setting the  
Standard for  
Quality Excellence



Better  
Homes  
and Gardens  
FLOWERS by FTD®

The FTD® Giving Thanks™  
Bouquet by Better Homes  
and Gardens® (14-F4d)





## FTD Quality Spotlight

**WESTGATE FLOWER & PLANT SHOP** is a full-service florist specializing in wedding and event design. Located in Oak Park, IL for nearly a century, this shop has achieved exemplary status as an FTD Member Quality Star recipient for 10 consecutive directory cycles. FTD spoke with owners Adam Szetela and Paul Peters about their commitment to quality.

**FTD:** How do you ensure quality products are sent out to your customers every day?

**A&P:** We pre-order our flowers on days that growers/farms deliver to our area. To ensure their freshness, flowers are processed with a hydrating solution and floral preservative and stored in clean buckets. After they draw water, they are placed in the cooler.

**FTD:** What quality processes do you have in place that allows you to achieve such high quality ratings with FTD?

**A&P:** We follow these steps for every order:

1. The printer is centrally located to ensure monitoring of all incoming orders. They are immediately checked for date of delivery and product availability.
2. All funeral orders are verified for viewing times. All hospital deliveries are verified for flower restrictions and confirmation that the patient is still in the facility.
3. Future orders requiring specific flowers are put on a "daily need" list.
4. Any order questions are addressed immediately preventing unwanted surprises on the day of delivery.
5. Designs are created to value and to recipe within the substitution requirements.
6. Drivers and wrappers double-check all information on every order to prevent accidental order switching, missing add-ons (mylars, plush, etc.) and correct delivery date.

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*"Orders are confirmed after each delivery run or at the end of the day."*

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**FTD:** What processes do you have to review incoming orders and ensure that they can be filled and delivered with the right product at the requested time?

**A&P:** All orders are checked immediately upon receipt, then filled and routed accordingly. Most staff members are FTD Mercury trained to handle and answer, ask, reject, delete, and cancel messages.

**FTD:** Your shop has successfully sent out delivery confirmations on time, critical to customer satisfaction today. What programs do you use and whose responsibility is it to ensure they get them out each night?

**A&P:** Orders are confirmed after each delivery run or at the end of day. Driver delivery logs include time of delivery and customer signatures. We have in place a daily end-of-day procedure that includes delivery verification.

**FTD:** How do you promote your FTD Quality Star status to grow your business locally?

**A&P:** We proudly post our FTD Quality Star Award decal on our entry door.

**FTD:** What would you recommend to other florists to improve their quality processes?

**A&P:** Do it right the first time by ensuring that each arrangement contains the proper stem count and is designed properly so that the customer is completely satisfied. Be sure the arrangement has plenty of water and the care tag is clearly marked to add water as needed to ensure freshness.



The final quality check at Westgate Floral & Plants in Oak Park, IL.

Learn more at [FTDi.com/Quality](http://FTDi.com/Quality).

*The FTD® Advantage*

Business Solutions | Path to More Orders | Leading Technology | Brand & Innovation

# Quality is Our #1 Job

By ensuring continuous quality improvement and sharing best practices within the FTD Florist network to monitoring the shipments of farm fresh products from South America, the FTD Quality Team strives to provide member florists with the latest tools and programs to help their local businesses grow.

## MEET THE FTD QUALITY TEAM

**Gary L. King**, *Vice President, Quality & Operational Improvement*

Gary joined FTD in August 2010 bringing with him more than 25 years of experience working with name brand corporations in leadership roles. He oversees organizational quality and operational improvement initiatives more directly with the florist and consumer divisions. Gary is known for his unique and direct "roll up his sleeves" approach, creating value and engaging at all levels to identify and deliver reduced costs, increased efficiency and enhanced customer satisfaction.



**Calvin N. Fulgham**, *Senior Manager, Quality Operations*

Joining FTD in October 2010 with more than 30 years of experience, Calvin has worked as a designer, manager, sales representative and buyer in the floral industry. In his current role, Calvin works with farms in the US, Colombia and Ecuador to ensure adherence to FTD's quality standards. He supports the Quality Services Program by facilitating on-site member florist shop visits ensuring continual process improvement and industry best practices.

**Becky Parker**, *Quality & Training Manager*

Becky joined FTD in March 2011 bringing with her more than 30 years of floral industry experience. Becky oversees the day-to-day operations of the FTD fresh product inspectors and third-party suppliers. She also facilitates on-site member florist shop visits to support continual process improvement and develops training curriculum, floral specifications and standard operating procedures that make up FTD's Quality Standards.



**Keith Harbison AIFD**, *Quality Services Manager*

Joining FTD in June 2011 with more than 30 years of floral industry experience including ownership of a flower shop and floral design school, Keith manages the Quality Services Program working directly with member florists. In addition to managing the Test Order Management process and member florist performance, Keith also works with member florists to identify solutions for business process improvement.

**LaShaunda Morris**, *Quality Compliance Manager*

LaShaunda joined FTD in August 2011 bringing more than fifteen years of combined experience, in quality, manufacturing compliance, engineering, project management, process improvement, business transformation and safety. She oversees the production and compliance of FTD codified products manufactured in Asia and leads improvement initiatives. LaShaunda works with factories and vendors globally to assure compliance to FTD standards, federal, state and local regulations.



**Peter M. Samek AIFD**, *FTD Quality Services Representative*

Joining FTD in April 2010, Pete has more than 30 years of floral industry experience, including 15 years at the American Floral Art School of Chicago. Currently, Pete works with member florists to further develop their floral design skills and facilitating on-site flower shop assessments in support of business process improvement. He also administers the secret shopper test order management program and is an FTD Boot Camp and FTD Re-Boot classroom instructor.



## INSPIRE & DELIGHT CONSUMERS WITH FLOWERS

FTD led the industry by creating the first program that proactively prevents late or non-delivery of orders. Our goal is 100% customer satisfaction and ensuring that flowers continue to be a gift that inspires and delights senders and recipients.

### Here are some tips for success:

- Establish an in-house process to continually monitor your incoming Mercury orders.
- If you are unable to fill an order for any reason (e.g., product availability, delivery area), reject the order within two hours of receiving it.
- Timely rejection of an order helps to ensure it can be filled by another member florist in the FTD network.

**For more information, visit [FTDi.com/Quality/DRP](http://FTDi.com/Quality/DRP).**

Questions? Contact the FTD Quality Department today.  
800.788.9000 | [quality@FTDi.com](mailto:quality@FTDi.com) | [www.FTDi.com/Quality](http://www.FTDi.com/Quality)



# An Iconic FTD Arrangement from Concept to Customer

Concept



Consumer



The FTD® Purple Pop™ Bouquet (CDLd)

The ultimate purpose of an FTD flower arrangement is to inspire and delight your customers. However, before it is hand-crafted and delivered, each bouquet completes an intensive journey prior to becoming an exclusive FTD design.

## 1 Design

The design process begins when our expert product developers research current trends and consumer buying habits. A series of creative "design boards" with various color schemes, themes and floral products are developed focusing on the eight elements of design: color, fragrance, space, line, form, pattern, texture and size. Then, a collection of styles is created using the influence of the design boards for the overall shape, form and composition of the arrangements.

## 2 Cost of Goods

Once a design concept is created, the merchandising team establishes the preliminary cost of the recipes based on current wholesale pricing. Samples are created to test the proposed design with various colors and types of vases, along with potential add-ons to add value and harmony to the floral recipe.

## 3 Quality Assurance

The quality assurance team provides input into product selection and availability and performance expectations. Comprised of several former florists and AIFD designers, the team provides input based on standard design principles, as well as degree of design difficulty and perceived value for a filling florist.

## 4 Consumer Feedback

The consumer review stage gives past FTD customers the opportunity to evaluate the proposed design using a detailed questionnaire. This stage is critical to making any final product adjustments and repairs.

## 5 Final Review

The final review stage is accomplished by pulling together a cross-functional team, including company executives, to inspect the bouquet's recipe and components. It then is ready for style-specific instructions for design, care and handling tips, photography and product description for FTD.com.

## 6 The Launch

The product's availability for FTD.com and florist-to-florist orders begins once a consumer marketing plan is established and FTD Marketplace has sold the codified containers (if applicable) to member florists to fulfill the orders.

The journey of an FTD arrangement is thoughtful and deliberate when developing these cherished designs. During the course of our 104-year history, we've learned how to develop a successful product and are proud of our quality member florists that hand-craft and deliver these arrangements to delight customers each and every day.



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