



Delivery Confirmations

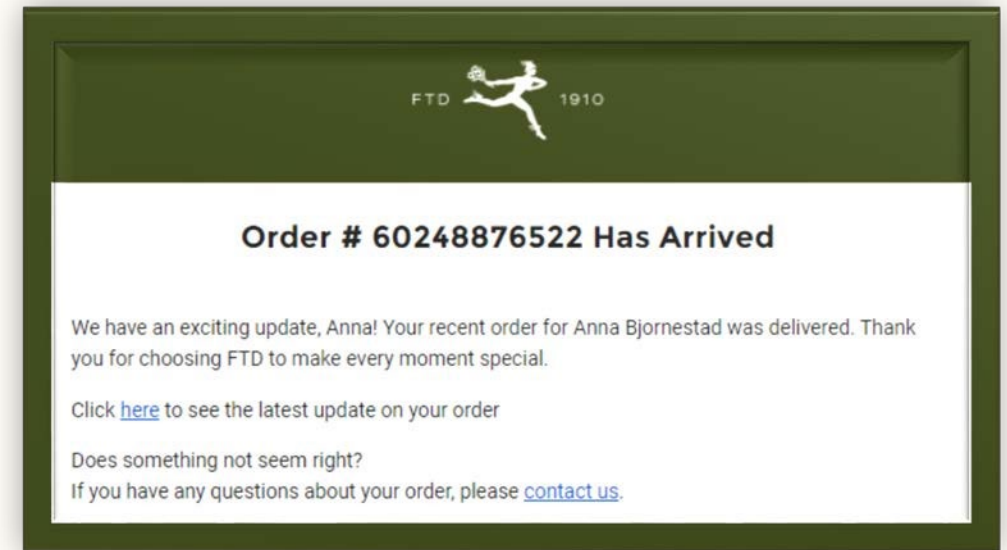
March 2025



What happens with the orders after being sent to a filling florist for fulfillment?

Our customers today expect up to date information. Each step results in an auto-generated email to the customer.

1. On the Delivery Date - Email auto-generated to customer
 - The email assures the customer their order is scheduled for delivery
2. Florist advises preparation in progress
 - Email auto-generated to customer the order is being prepared
3. Arrangement out for delivery
 - Email auto-generated to advise customer of the status
4. Arrangement successfully delivered
 - Notification of delivery confirmation sent to sending florist
 - Email auto-generated confirming delivery





Delivery Confirmations are Important!

Sending a delivery confirmation is no longer an option to consider, it is a step in the fulfillment process that today's customer expects.

- Provides the sender with necessary information
- Aids the sending florist to resolve “where is my order” inquiries

Simply mark the ticket as delivered.



How to send a Delivery Confirmation message

Confirming a Delivery using Mercury HQ



Order Details

Order #K7679I-0418

Incoming Accepted Design Delivery Completed

Take Action **Confirm Delivery** Reject

Completing the Delivery Confirmation

You will need to enter

Delivery Date : Will auto fill with today's date

Delivery Time : Will auto fill with current time

Driver : Enter Drivers Name

Product Description : Substitution notes

Invoice No: If applicable

Notes : Any order details that you feel are important to this delivery

Delivery Photo: Upload a photo of the delivered item

Delivery Signature: Upload the delivery signature

Order #MHQD0648373294

Designed

Delivery Status: Delivered

Delivery Date: 10/07/24 Monday

Delivery Time: 7:46 AM

Driver: Driver Name

Product Description: Product Description

Invoice No.: Invoice No.

Notes: Add additional notes if needed
310 Characters / 310 Remaining

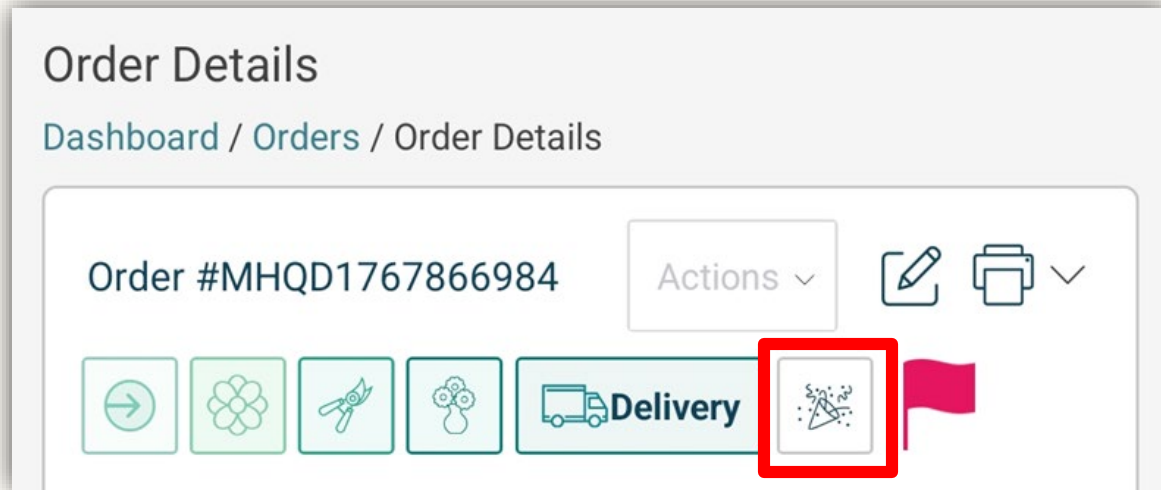
Delivery Photo: Upload Photo

Delivery Signature: Upload Signature

Nevermind **Confirm**

*Be sure follow FTD confirmation policy.

Confirming a Delivery using Mercury HQ Mobile App



Completing the Delivery Confirmation

You will need to enter

Delivery Date : Will auto fill with today's date

Delivery Time : Will auto fill with current time

Driver : Will auto fill in with current driver

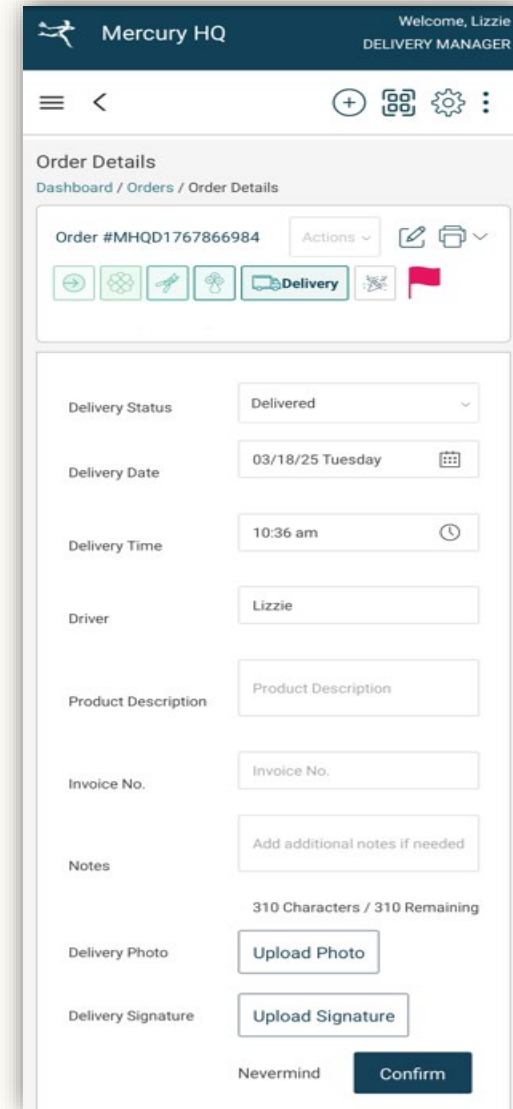
Product Description : Substitution notes

Invoice No: If applicable

Notes : Any order details that you feel are important to this delivery

Delivery Photo: Upload a photo of the delivered item

Delivery Signature: Upload the delivery signature



*Be sure follow FTD confirmation policy.



Confirming Delivery using FTD Mercury

1. On the Main Menu, click Message Search
2. Locate the FTD In message you need to send delivery confirmation for and click it
3. Click Respond
4. Click Delivery Confirmation. The Delivery Confirmation - ANS window opens
 - Verify you have selected the proper message
5. Fill out the delivery information, including any useful notes for the sending florist
6. From the Operator field, select your name
7. Click Send

Once the Delivery Confirmation message is received by the Mercury Network, you will receive a printout confirming you sent the confirmation and that it was received by the network.

Delivery Confirmation Message (ANS)

Order Information Order Date: Monday, March 16, 2009 Number: Z9691J-0005	Delivery Information Date Delivered: 3/16/2009 Delivery Time: 12:22 PM Product Description: Invoice: Drive:
Recipient Information (F3) Name: Test Address: 3113 Woodcreek Dr DOWNERS GROVE, IL 60515-5412	Notes This order has been successfully delivered.
Detailed Florist Information (F2) Florist: 90-0134AJ	
Operator: Administrator Sending Florist: 90-0134AM	
Send (F9) Ord. Detail Escape	

Special Considerations

What happens if:



Delivery Confirmation is sent EARLY? (when loaded onto delivery vehicle)

- Since delivery confirmations auto-generate an email to the customer confirming delivery, the customer is believes the order is completed
 - Resulting in premature claims of non-delivery
 - This could result in DRP charges and/or extra contacts to member's shop
- Best practice is to send confirmation only after order is delivered



What happens if:

Delivery confirmation not sent until the driver returns with log sheets to shop?

- When delivery confirmations are delayed, the customer believes the delivery was not timely
 - Especially important for funeral services making the customer think the service was missed
- This could result in DRP charges and/or extra contacts to member's shop
- Best practice is to send confirmation as close to real-time as possible
- Drivers can mark orders delivered at the door using the Mercury HQ App

- For orders delivered to funeral services – florists can either:
 1. Take a picture and include it in the delivery confirmation
 - Helpful when funeral home require arrangements to be delivered to a flower room
 2. Send the delivery confirmation when delivered

What happens if:



Delivery was not completed; however, DCON message sent with “notes”

- Since the message is coming through as a Delivery Confirmation, an auto-generated email is sent to the customer confirming delivery. The underlying cause is often not discovered until the customer calls with a non-delivery claim
- Better to send an ASK message (FTD Mercury) or Attempted Delivery message (Mercury HQ)
 - The customer service team can advise the customer and modify the delivery date to avoid charges to the florist

What happens if:



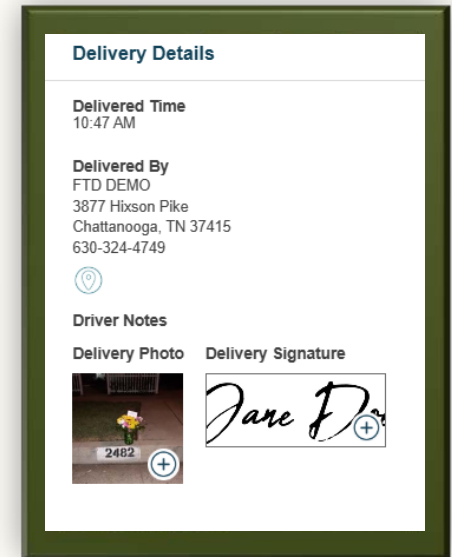
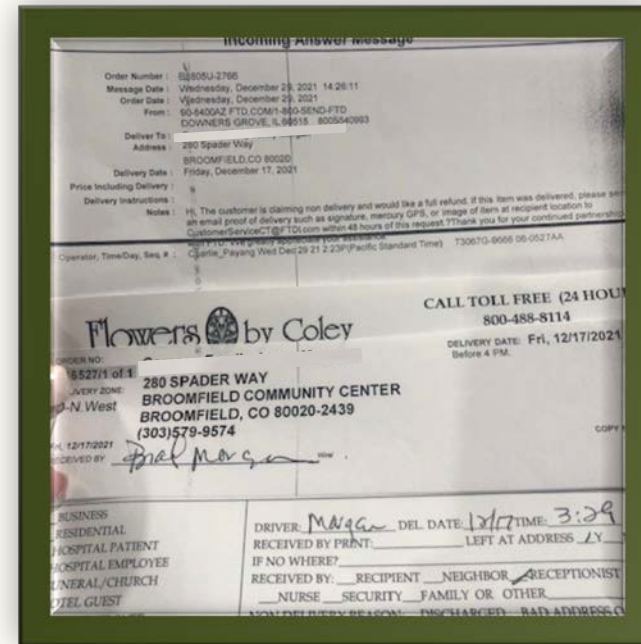
Delivery confirmation sent through ASK / ANS message

- Since the message is not coming through as a Delivery Confirmation, the customer will not receive the auto-generated email confirming delivery.
- This results in increased contacts to FTD as well as customer frustration

Proof of Delivery

Proof of Delivery

- What is it and how it is different from a delivery confirmation
- Why it is requested
- When and how to provide





Proof of Delivery – Why, What, When and How

A delivery confirmation does not constitute Proof of Delivery.

Why it's requested

- We will ask for Proof of Delivery when:
 - Our customer has claimed non-delivery and the order is marked in our system as delivered
 - A non-delivery claim is received and there is no delivery confirmation on the order

What it is

- When asked to provide proof of delivery the florist may send:
 - Delivery log with a valid signature
 - Picture of the arrangement left at the location

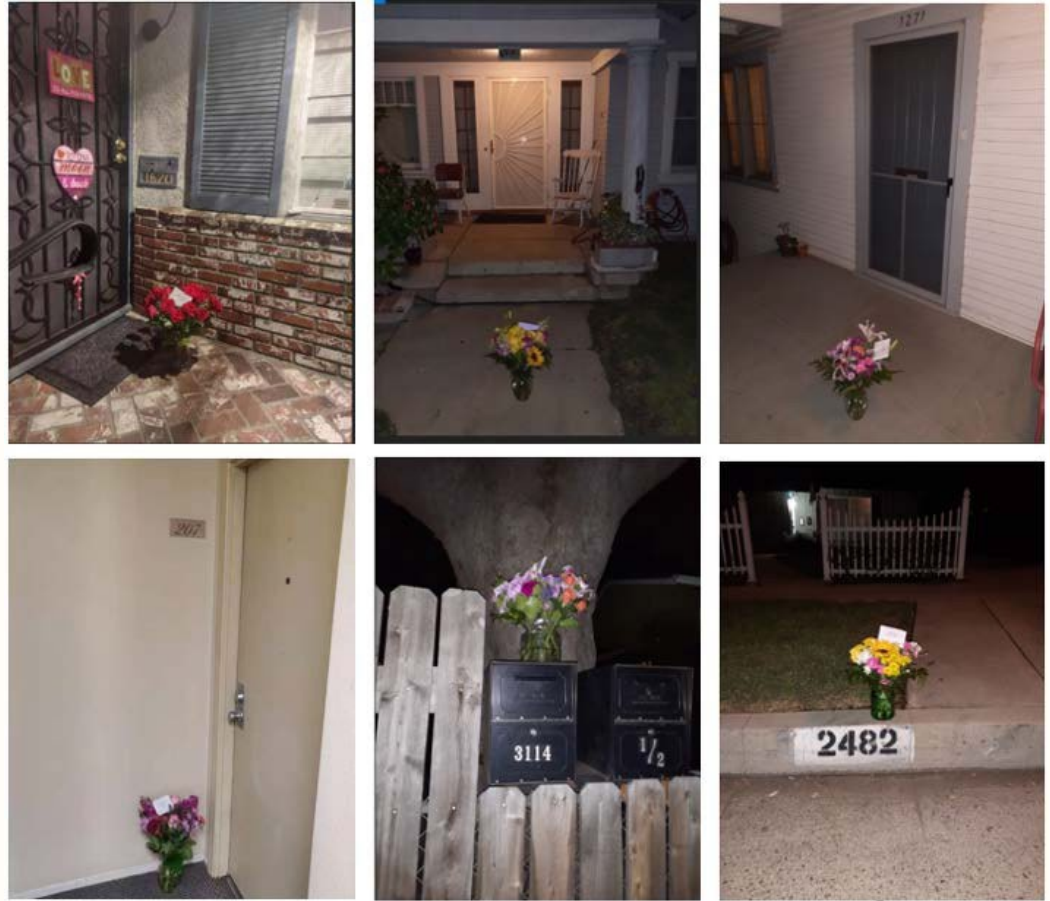
When and How to send

- Proof of delivery should be emailed to CUSTOMERSERVICECT@FTDI.COM within 48 hours of the request
- Mercury HQ users can upload both the signature and delivery picture when completing a Delivery Confirmation within Mercury HQ.

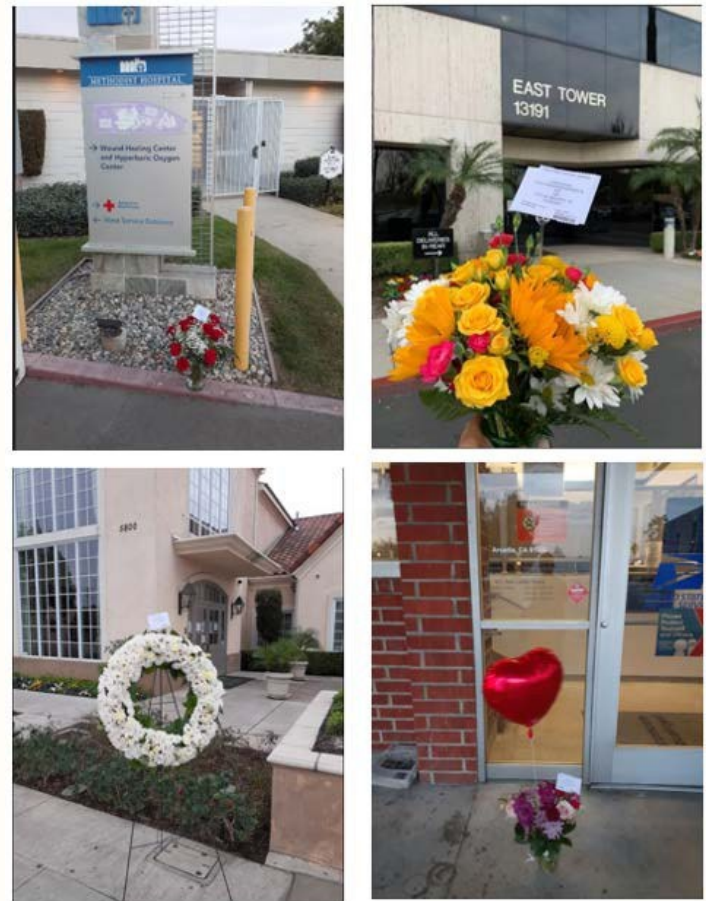


Valid Proof of Delivery (POD) – Images clearly showing product and address.

Homes and Apartments



Businesses and Funeral Homes



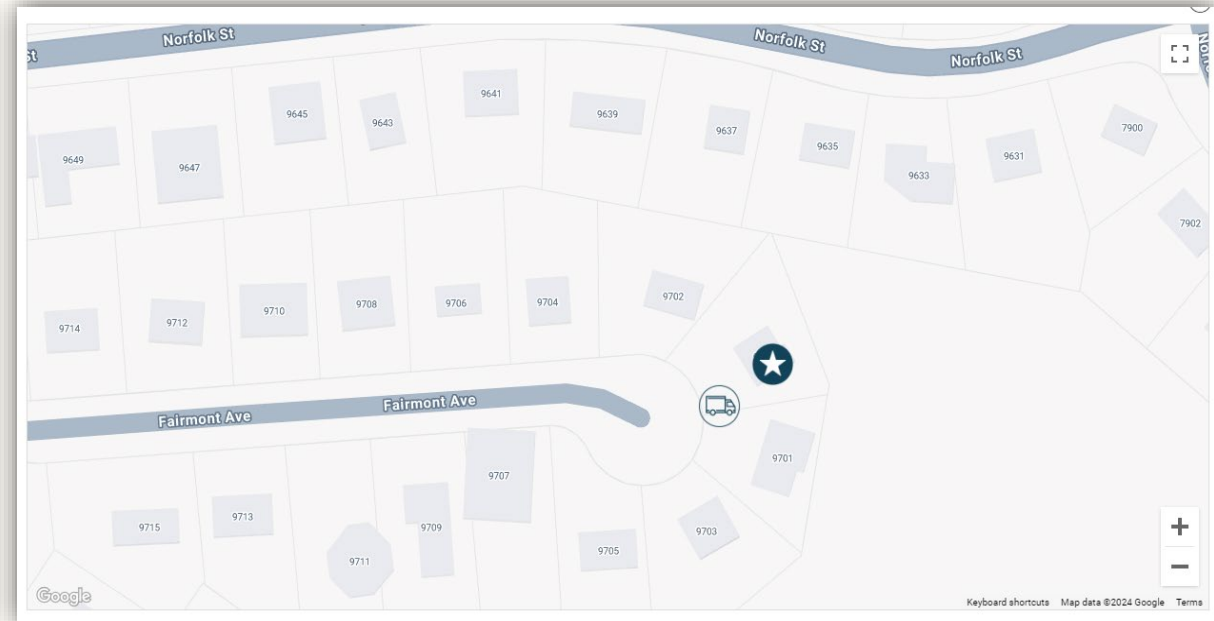
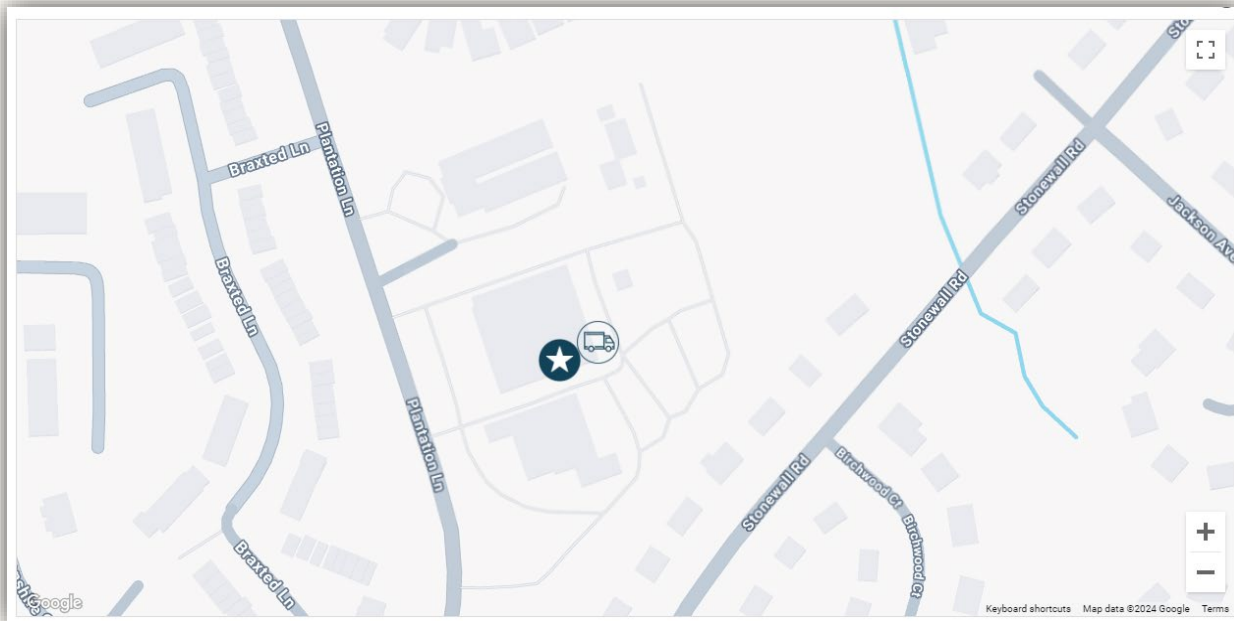
Invalid Proof of Delivery (POD) – Images not showing address or detail

Images should provide a clear view of what item was delivered and the address of a wide shot to clearly show the surroundings of where the delivery was left.



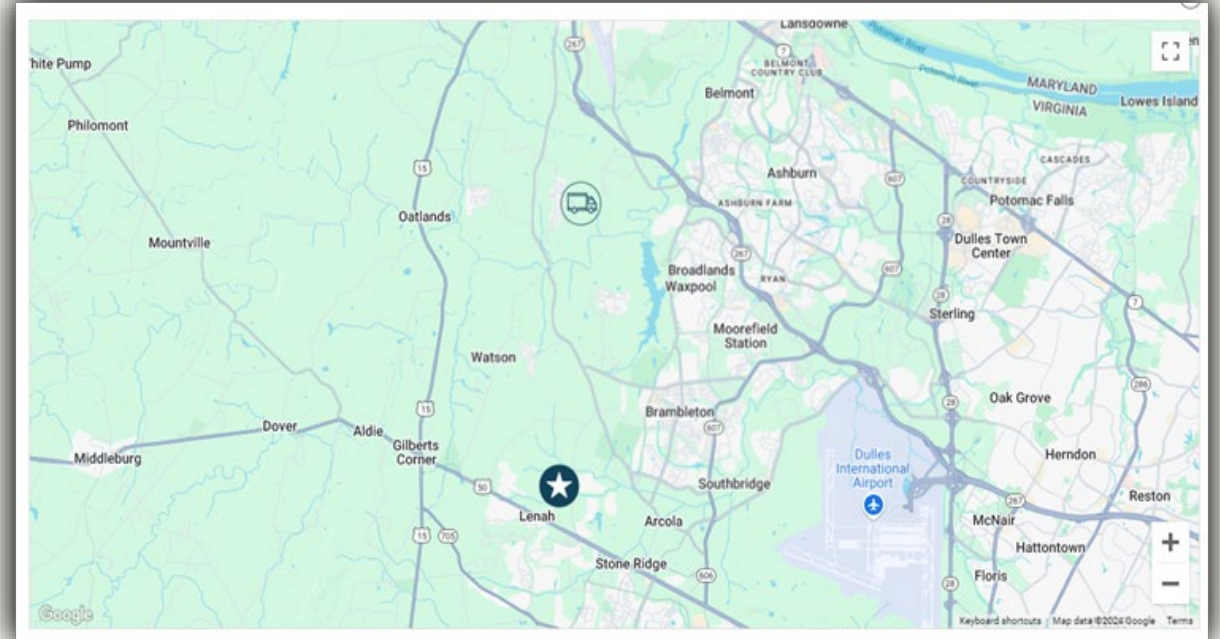
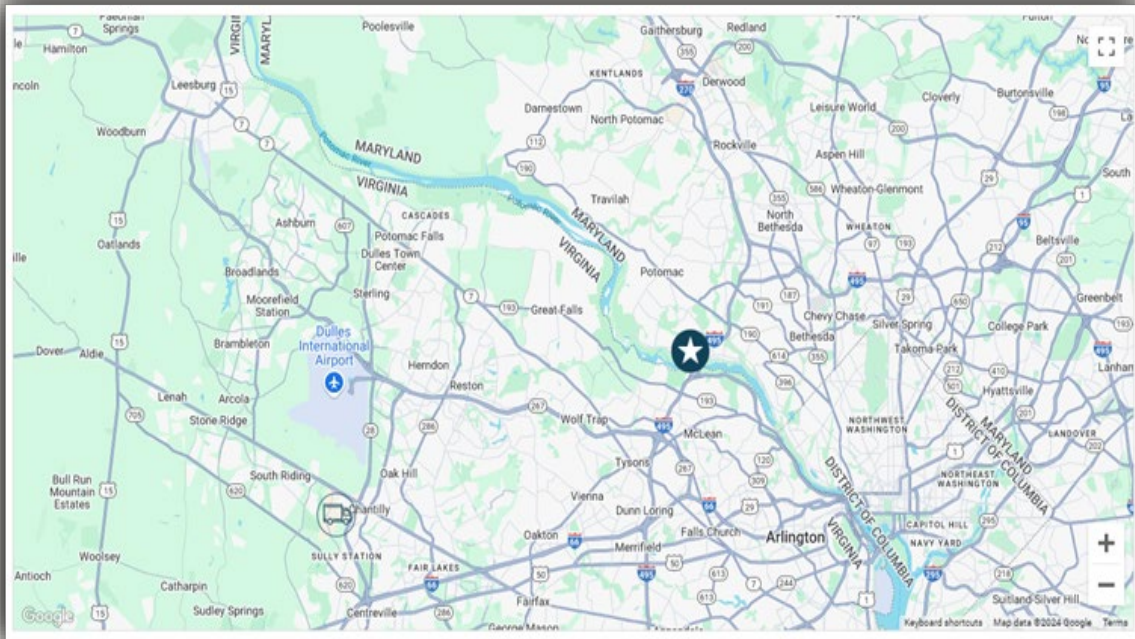
Mercury HQ – Marking orders delivered at the door. (Valid)

Orders marked delivered at the door shows both the street name and the precise house location.



Mercury HQ – Marking orders delivered at the door. (Invalid)

Orders marked delivered not at the door will drop a vague pin, showing neither house location or street.



Additional Resources



Helpful Links:

<http://www.ftdi.com/quality/delivery/>

<http://www.ftdi.com/quality/delivery/bestpractices.htm>

<https://www.ftd.com/delivery-policy?markcode=350>

FTD 1910

CREATE AN ACCOUNT | SIGN IN

f y b

TOOLKIT & RESOURCES BUSINESS SOLUTIONS TECHNOLOGY SHOPPING MEMBER SERVICES

Delivery Confirmation Policy

POLICY UPDATE AS OF SEPTEMBER 1, 2020

The goal of the FTD Delivery Confirmation Policy is to achieve 100% same-day delivery confirmation notification. In today's technological environment, many consumers expect real-time notification when an order they placed has been delivered. Once a confirmation is sent by a member florist for an FTD.com order, the customer automatically receives an email letting them know their order was delivered.

To help achieve our goal of 100% delivery confirmation, FTD offers a variety of [technology tools](#) to make it quick and easy to submit a delivery confirmation.

Learn more about best practices to send a delivery confirmation and help us exceed customer expectations. [Learn more](#)

- OVERVIEW ▶
- PRODUCT RECIPE CATALOG ▶
- FLORIST SCORECARD ▶
- QUALITY RATING PROGRAM ▶
- DELAYED RESPONSE POLICY ▶
- SUBSTITUTION POLICY ▶

All FTD orders should receive a delivery confirmation by 7:00pm (local time) on the same day of delivery, after the customer receives the delivery.

As of September 1, 2020, a \$2.25 fee per order will be processed on the FTD Clearinghouse Statement for any order not delivery confirmed by 7:00pm (local time).

As of February 1, 2019, an additional \$10.00 fee per order will be processed on the FTD Clearinghouse Statement for any order not delivery confirmed within 48 hours after the delivery date.



Thank You!