



FLOREST QUALITY SCORECARD

REVISED SEPTEMBER 2024



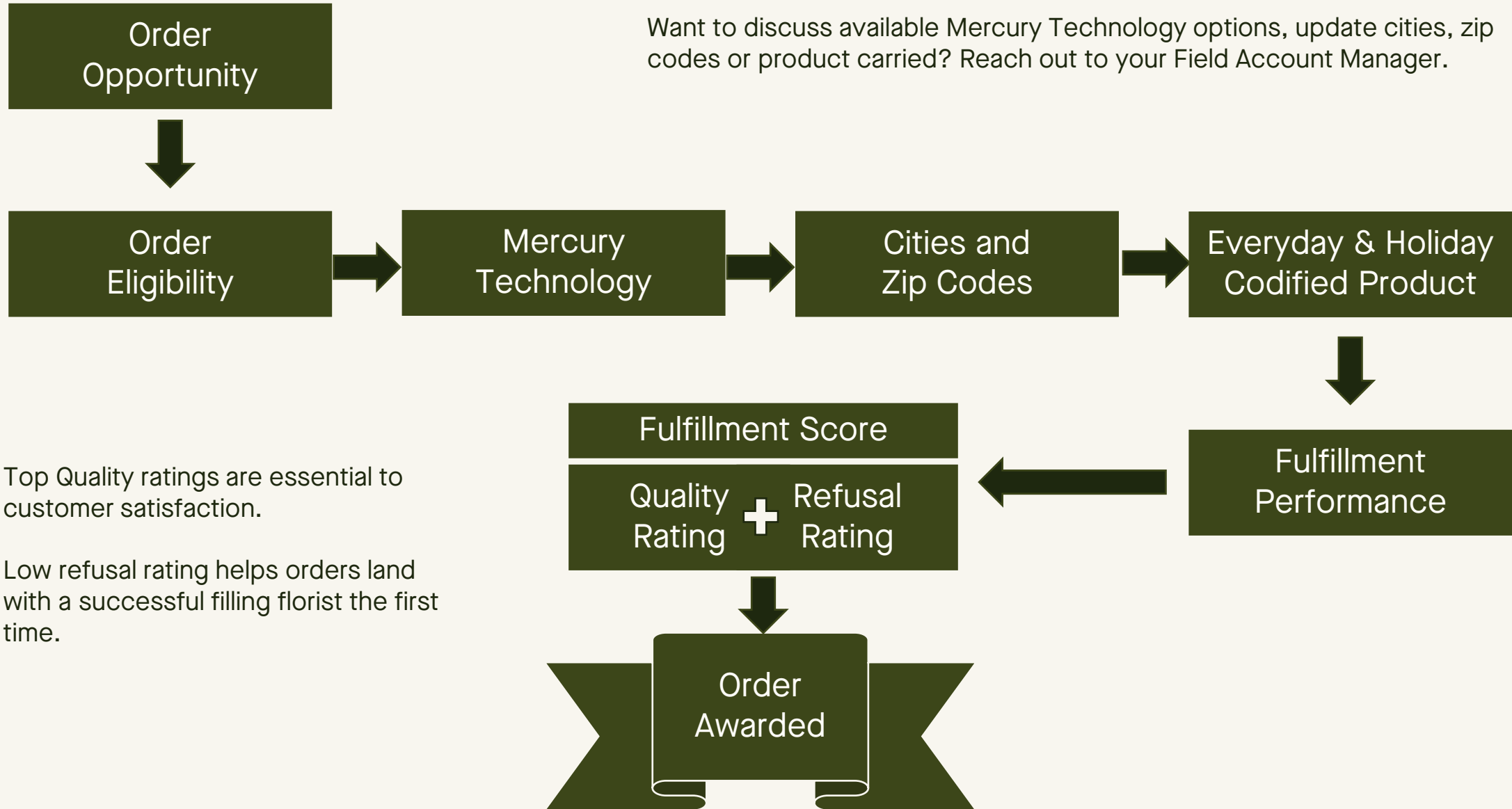
What is the Florist Quality Scorecard?

- 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.

PATH TO ORDERS



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

Top Quality ratings are essential to customer satisfaction.

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



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.

The screenshot shows the FTD website interface. At the top, there is a dark green header with the FTD logo and navigation links: 'TOOLKIT & RESOURCES', 'BUSINESS SOLUTIONS', 'TECHNOLOGY', 'SHOPPING', and 'MEMBER SERVICES'. On the right side of the header, there are links for 'CREATE AN ACCOUNT' and 'SIGN IN', along with social media icons for Facebook, YouTube, and LinkedIn.


The main content area is divided into two columns. The left column contains a sidebar with a list of links: 'OVERVIEW', 'PRODUCT RECIPE CATALOG', 'FLORIST SCORECARD', 'QUALITY RATING PROGRAM', 'DELAYED RESPONSE POLICY', 'SUBSTITUTION POLICY', and 'DELIVERY CONFIRMATION POLICY'. The 'FLORIST SCORECARD' link is highlighted with a green box. Below the sidebar is a large image of a bouquet of yellow roses.

The right column features a large banner for the 'WINTER 2024 COLLECTION' with a 'SHOP NOW' button. Below the banner is a vertical menu with several links: 'FTD CLEARINGHOUSE STATEMENT', 'FTD QUALITY PROGRAMS', 'FTD FLORAL SELECTIONS GUIDE', 'FTD IMAGE & LOGO LIBRARY', 'FLORIST BEST SELLERS', and 'REQUEST MEMBERSHIP INFORMATION'. The 'FTD QUALITY PROGRAMS' link is highlighted with a green box.

In the center of the page, there is a login form titled 'Please login to access the FTD Florist Scorecard'. The form includes fields for 'Account:', 'User ID:', and 'Password:', along with 'LOGIN' and 'CANCEL' buttons. Below the form is a link to 'Florist Quality Scorecard Instructions & Walkthrough' with a 'CLICK HERE' button.



QUALITY OVERVIEW QUALITY RESOURCES PRODUCT RECIPE CATALOG FLORIST LIST



FTD Quality Resources

Since the launch of our first quality assurance program more than seven decades ago, FTD has been an innovative leader promoting quality and process improvement throughout the floral industry. We focus significant resources annually on improving programs to benefit our floral network.

As an FTD Florist, you have the unique opportunity to benefit from online training tools that focus on continual quality improvement and operational excellence. The training tools will help ensure all member florists have access to instruction and guidance resulting in the creation of high-quality floral arrangements.

Questions? Contact FTD Member Services at 800.788.9000 or email FTD Quality at quality@FTDi.com for additional information.

To learn more about Net Promoter Score (NPS), [CLICK HERE](#).

Test Orders			
Test Date	Actual Score	Possible Score	Result

Training		
Training Course	Due Date	Date

Flower Shop Scorecard	
Scorecard Date	Scorecard PDF
AUG 2024	12-1345AA
JUL 2024	12-1345AA
JUN 2024	12-1345AA
MAY 2024	12-1345AA
APR 2024	12-1345AA
MAR 2024	12-1345AA
FEB 2024	12-1345AA
JAN 2024	12-1345AA
DEC 2023	12-1345AA
NOV 2023	12-1345AA
OCT 2023	12-1345AA
SEP 2023	12-1345AA
AUG 2023	12-1345AA
JUL 2023	12-1345AA
JUN 2023	12-1345AA
MAY 2023	12-1345AA
APR 2023	12-1345AA
MAR 2023	12-1345AA

Click the blue hyperlink to view the corresponding monthly scorecard.

SCORECARD OVERVIEW



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

<div style="background-color: #f0e68c; padding: 5px; text-align: center; border: 1px solid black;"> 1 ORDER ELIGIBILITY </div> <p style="font-size: small; text-align: center;">TOTAL NUMBER OF SHOPS COMPETING FOR ORDERS IN YOUR MARKET</p> <div style="background-color: #f0e68c; padding: 10px; text-align: center; border: 1px solid black; margin: 10px 0;"> 121 </div>	<div style="background-color: #f0e68c; padding: 5px; text-align: center; border: 1px solid black;"> 4 FULFILLMENT PERFORMANCE </div> <p style="font-size: small; text-align: center;">KEY INDICATORS USED BY FTD TO DETERMINE HOW FTD.COM ORDERS ARE ROUTED IN YOUR MARKET</p>												
<div style="background-color: #f0e68c; padding: 5px; text-align: center; border: 1px solid black;"> 2 ZIP CODE COVERAGE </div> <table style="width: 100%; font-size: small;"> <tr> <td>CURRENT ZIP CODES FOR YOUR SHOP</td> <td style="text-align: right;">105</td> </tr> <tr> <td>AVERAGE ZIP CODES - MARKET</td> <td style="text-align: right;">55</td> </tr> </table>	CURRENT ZIP CODES FOR YOUR SHOP	105	AVERAGE ZIP CODES - MARKET	55	<div style="background-color: #f0e68c; padding: 5px; text-align: center; border: 1px solid black;"> 4 QUICK LINKS </div> <table style="width: 100%; font-size: small;"> <tr> <td>SHOP PROFILE</td> <td>QUALITY RATING</td> </tr> <tr> <td>ORDER METRICS</td> <td>REFUSAL RATING</td> </tr> <tr> <td>13 MONTH TREND</td> <td>ORDER COMMENTS</td> </tr> <tr> <td>POTENTIAL GAINS</td> <td></td> </tr> </table>	SHOP PROFILE	QUALITY RATING	ORDER METRICS	REFUSAL RATING	13 MONTH TREND	ORDER COMMENTS	POTENTIAL GAINS	
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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



QUALITY OVERVIEW QUALITY RESOURCES PRODUCT RECIPE CATALOG FLORIST LIST

FTD.COM FULFILLMENT SCORECARD
1234-56AA ABC Flower Shop AUG 2024 PAGE 2

Shop Name CARLONE'S FLORIST	Owner / President CAROL ANN CARLONE	Master Florist No
Address 16 DEXTER ST PORTSMOUTH, RI 02871 NEWPORT	Owner / President Email PORTSMOUTH@CARLONESFLORIST.COM	Premier Florist No
RVP Assigned Matt McAnany	Contact Name	Open Sunday No
FBC Assigned Alicia Farr	Contact Email	Tech Platform MER
Division 01	Contact Phone	Member Date 9/1/1966
	Shop Phone (401)683-0304	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

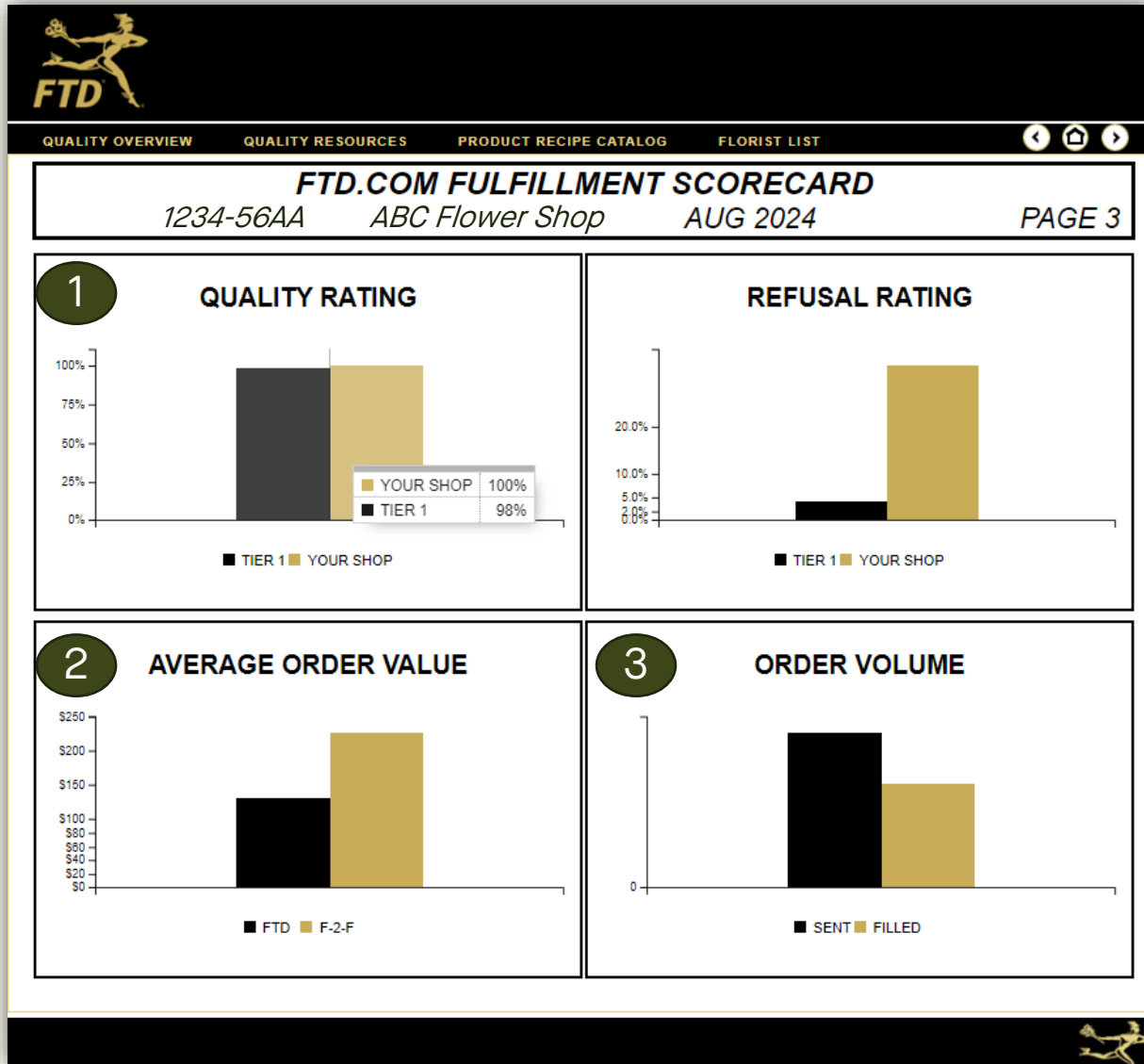
SERVICED FTD.COM ZIP CODES [HOME](#)

02809 (11:00AM)	02840 (2:00PM)	02842 (2:00PM)	02871 (2:00PM)	02878 (11:00AM)
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1. Shops details
2. Featured product for your shop
3. FTD.com ZIP codes and cut-off times

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

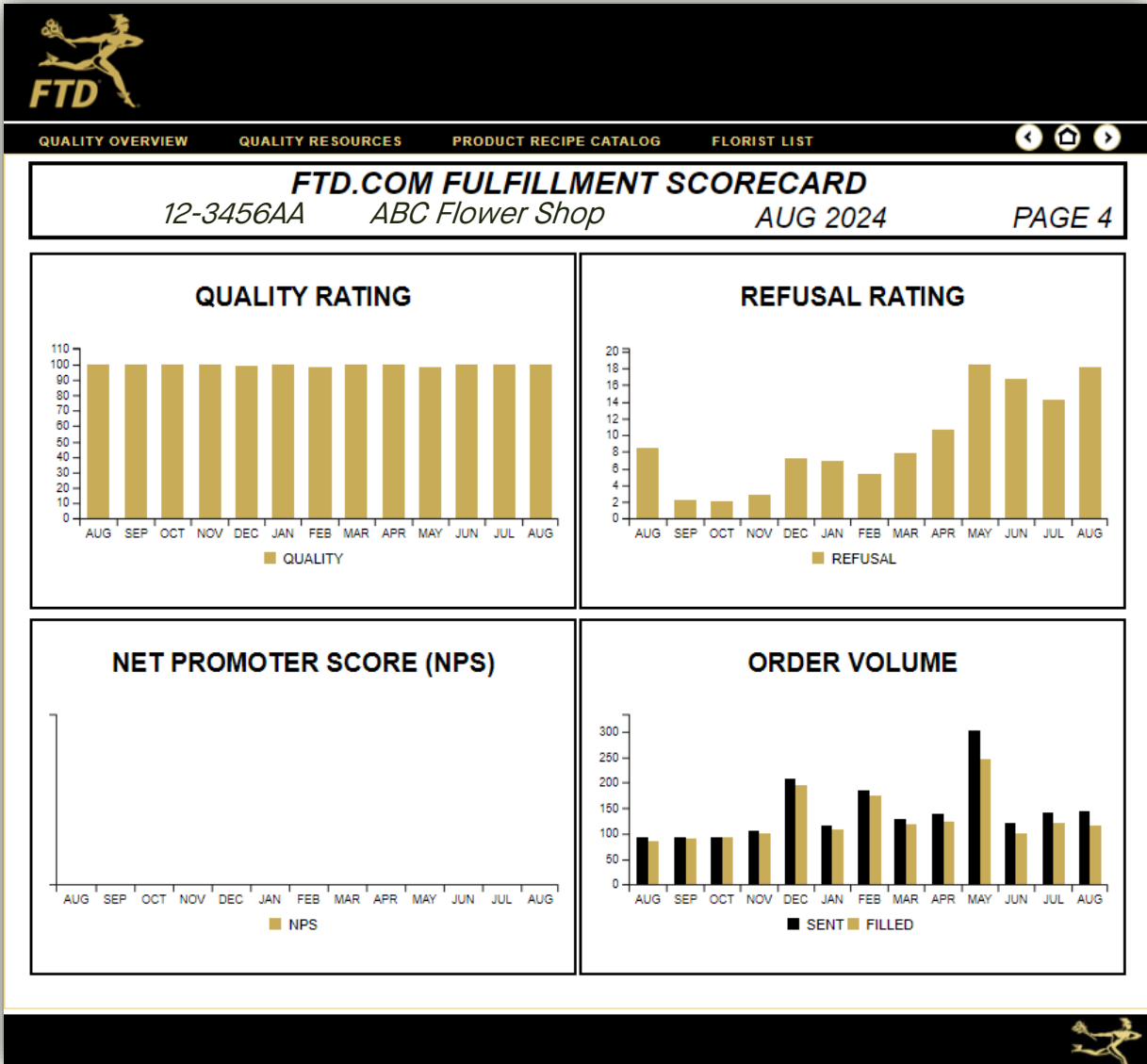
ORDER METRICS



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.

13-MONTH TREND



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




QUALITY RATING CALCULATION				QUALITY RATING		MARKET : 94.9%		
100 -	DRP LATE REJECTS \$ 10.00	+	FTD.COM REFUNDS \$ 23.40	99.6%	TIER 1 FLORISTS (100% - 99%)	3	99.9%	
	\$ 709.11	+	\$ 7,932.10		TIER 2 FLORISTS (99% - 98%)	0	0.0%	
	F-2-F ORDERS		FTD.COM ORDERS		TIER 3 FLORISTS (98% - 96%)	2	97.4%	
					TIER 4 FLORISTS (96% - 94%)	1	94.6%	
					TIER 5 FLORISTS (<94%)	1	75.4%	
					YOUR SHOP IS TIER 1		RATING: 99.6%	
ORDER SUMMARY			COUNT	AMOUNT	DRP - LATE REJECT VALUES			\$78.00
CDE - CODIFIED EVERYDAY			22	\$1,863.88	REJECTING ORDER AFTER HOLDING > 2 HRS	1	\$78.00	
CDH - CODIFIED HOLIDAY			1	\$80.00	REJECTING ORDER AFTER HOLDING > 24 HRS	0	\$0.00	
FSG ITEMS			36	\$2,488.33	REJECTING ORDER AFTER HOLDING > 72 HRS	0	\$0.00	
SYMPATHY			15	\$1,779.95	REJECTING ORDER THAT RESULTS IN A NON-DELIVERY	0	\$0.00	
ALL OTHER SKUS			20	\$1,719.94				
TOTAL FTD.COM ORDERS			94	\$7,932.10				
TOTAL FLORIST ORDERS			9	\$709.11				
DRP - PENALTY FEES			\$10.00	REFUNDS BY REASON CODE				\$23.40
REJECTING ORDER AFTER HOLDING > 2 HRS			1	\$10.00	SUBSTITUTION / MISSING PRODUCT	0	\$0.00	
REJECTING ORDER AFTER HOLDING > 24 HRS			0	\$0.00	QUALITY / FRESHNESS REFUNDS	0	\$0.00	
REJECTING ORDER AFTER HOLDING > 72 HRS			0	\$0.00	NON-DELIVERY REFUNDS	0	\$0.00	
REJECTING ORDER THAT RESULTS IN A NON-DELIVERY			0	\$0.00	LATE DELIVERY REFUNDS	1	\$23.40	

- 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.
- Compare your Quality Rating to those in your market.
- View a summary of recent orders including category and value.
- This section displays DRP order values used in the Quality Rating calculation.
- The section shows your DRP late reject counts and fee accrued.
- Displays refund values used in Quality Rating calculation.

REFUSAL METRICS



 QUALITY OVERVIEW QUALITY RESOURCES PRODUCT RECIPE CATALOG FLORIST LIST			
FTD.COM FULFILLMENT SCORECARD 12-3456AA ABC Flower Shop AUG 2024 PAGE 6			
REFUSAL RATING CALCULATION		REFUSAL RATING MARKET: 40.6%	
REJECTED ORDERS 24	CANCELLED ORDERS 2	18.2%	
TOTAL ORDERS SENT TO YOUR SHOP 143		TIER 1 FLORISTS (0% - 2%) 1 0.0% TIER 2 FLORISTS (2% - 4%) 0 0.0% TIER 3 FLORISTS (4% - 8%) 0 0.0% TIER 4 FLORISTS (8% - 12%) 0 0.0% TIER 5 FLORISTS (>12%) 6 47.3% YOUR SHOP IS TIER 5 RATING: 18.2%	
REJECTS MARKET: 38.8%		SYSTEM CANCELS MARKET: 1.7%	
TIER 1 FLORISTS (0% - 2%) 1 0.0% TIER 2 FLORISTS (2% - 4%) 0 0.0% TIER 3 FLORISTS (4% - 8%) 0 0.0% TIER 4 FLORISTS (8% - 12%) 0 0.0% TIER 5 FLORISTS (>12%) 6 45.3% YOUR SHOP IS TIER 5 RATING: 16.8%		TIER 1 FLORISTS (0% - 2%) 6 0.2% TIER 2 FLORISTS (2% - 4%) 0 0.0% TIER 3 FLORISTS (4% - 8%) 0 0.0% TIER 4 FLORISTS (8% - 12%) 1 10.7% TIER 5 FLORISTS (>12%) 0 0.0% YOUR SHOP IS TIER 1 RATING: 1.4%	
REJECTS - BY CATEGORY \$1,389.95		CANCELS - BY CATEGORY \$235.00	
ALL OTHER SKUS 5 CDE - CODIFIED EVERYDAY 8 \$575.98 FSG ITEMS \$480.97 SYMPATHY \$333.00		ALL OTHER SKUS 1 \$105.00 CDE - CODIFIED EVERYDAY 1 \$130.00	

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.

ORDER COMMENTS



REJECT COMMENTS			CANCEL COMMENTS		
DELIVERY			DELIVERY		
17-M8D	BHG SUNLIT MEADOW	\$59.99	XX-5035S	LIGHT & LOVELY BOUQUET	\$39.99
DELIVERY	C1007024790	98371	DELIVERY	PRO0001073094	98422
OUT OF DELIVERY RANGE .			?HI, PLEASE DELIVER THIS ARRANGEMENT TOMORROW WITH AN A FREE UPGRADE. PLEASE FIND YOUR NEW PRICE LISTED ABOVE. THANK YOU FOR YOUR CONTINUED SUPPORT OF FTD. WE GREATLY APPRECIATE YOUR ASSISTANCE.		
C15-4790S	PRECIOUS HEART BQT	\$49.99			
DELIVERY	FAD594050	98433			
OUT OF DELIVERY RANGE .					
C3-4793S	4SUNNY SENTIMENTS BQT	\$44.99			
DELIVERY	FAE599902	98433			
BELOW CODIFED MINIMUMS .					
C12-4792D	SWEET SURPRISES BQT	\$49.99			
DELIVERY	FNW222493	98433			
OUT OF DELIVERY RANGE .					
HG1D	BHG SUNLIT MEADOWS BQT	\$59.99			
DELIVERY	FTK784284	98431			
OUT OF DELIVERY RANGE .					
4450	SYM ETERNAL AFFECTION	\$49.99			
DELIVERY	LG0001255872	98372			
OUT OF DELIVERY RANGE .					
PRICE					
17-M2S	SPRING GARDEN BQT	\$44.99			
PRICE	FAW544773	98374			
BELOW CODIFED MINIMUMS .					

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.



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 ✓
	<hr/>
	\$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