

## Delivery Confirmation FAQ

### **Why is Teleflora requiring delivery confirmations?**

Consumers expect to receive delivery confirmations for online purchases including their floral orders and can receive confirmations today on drop-shipped flower orders as well as some florist-delivered orders. Based on our research, we know confirmations dramatically improve customer satisfaction and help provide an online buyer experience similar to other retailers, including drop-ship flower providers and those who offer delivery tracking.

### **Will I be penalized for not providing confirmations?**

No. Teleflora is not financially penalizing you if you opt not to provide confirmations. However, it is our intent that after June 1, 2010, your shop will no longer be eligible to receive Headquarters orders if you opt not to provide confirmations.

### **When do I need to start providing confirmations?**

Teleflora is requiring confirmations starting on April 15, 2010, but we strongly suggest you start providing confirmations today so you have a chance to familiarize yourself with the process and get any questions answered that you may have.

### **What is the timeframe to send a delivery confirmation?**

Confirmations should be sent by 7 pm the day of delivery. If you miss the 7 pm deadline, please go ahead and send the confirmation as soon as you can. It's best to send a late confirmation rather than none at all.

### **Do I need to send confirmations on all orders?**

Yes. Please provide confirmations on both headquarters' orders and florist-to-florist orders. Remember, confirmations are important to the sender and improve customer satisfaction, which reflects positively on the entire industry.

### **What if the recipient is not at home or work?**

Please send an inquiry message via Dove with the delivery status by 7 pm.

### **What does the consumer receive after I confirm a delivery?**

The order sender will get an email indicating that the order was delivered and the date of delivery.

### **Will I have to hire an additional person just to do delivery confirmations?**

No. On average, it only takes five minutes to confirm orders.

### **Who in my shop should enter confirmations in my system?**

In some shops, the delivery driver enters confirmations as the last part of their day or between delivery runs. In other shops, it is simply completed throughout the day.

### **How do I provide confirmations if I use a delivery co-op or pool?**

Most delivery pools have rules in place involving the reporting of delivery issues. We suggest you confirm all deliveries after your pool's deadline for reporting of non-deliveries has passed. This way, you can accurately reflect both confirmations and any delivery issues.



*there is a difference.*

**Is there an automated phone number to call in to report delivery confirmations?**

No, there is not an automated phone system to confirm deliveries at this time but we will consider it for the future.

**What if the delivery date changes?**

Simply send Teleflora or the sending florist an inquiry message letting them know and confirm the order on the actual delivery date. If you receive a reminder to confirm the delivery on its original date, please disregard it.

**If I'm having a temporary technical issue such as a disruption of my internet service, is there a manual way I can provide confirmations?**

Yes, you can call customer service at 800.421.2815 to report confirmed deliveries.

**Additional Questions?**

Please send your question to us at [deliveryconfirmation@teleflora.com](mailto:deliveryconfirmation@teleflora.com) and we'll make sure we include an answer in future updates to this information and announcements about delivery confirmations.