
Customize your eFlorist Homepage with the eFlorist Self Admin Tool (eSAT)



eFlorist

Agenda

- Introduction to eSAT
- Managing Teleflora product pricing individually
- Bulk pricing tool
- Minimum pricing tool
- Holiday pricing settings



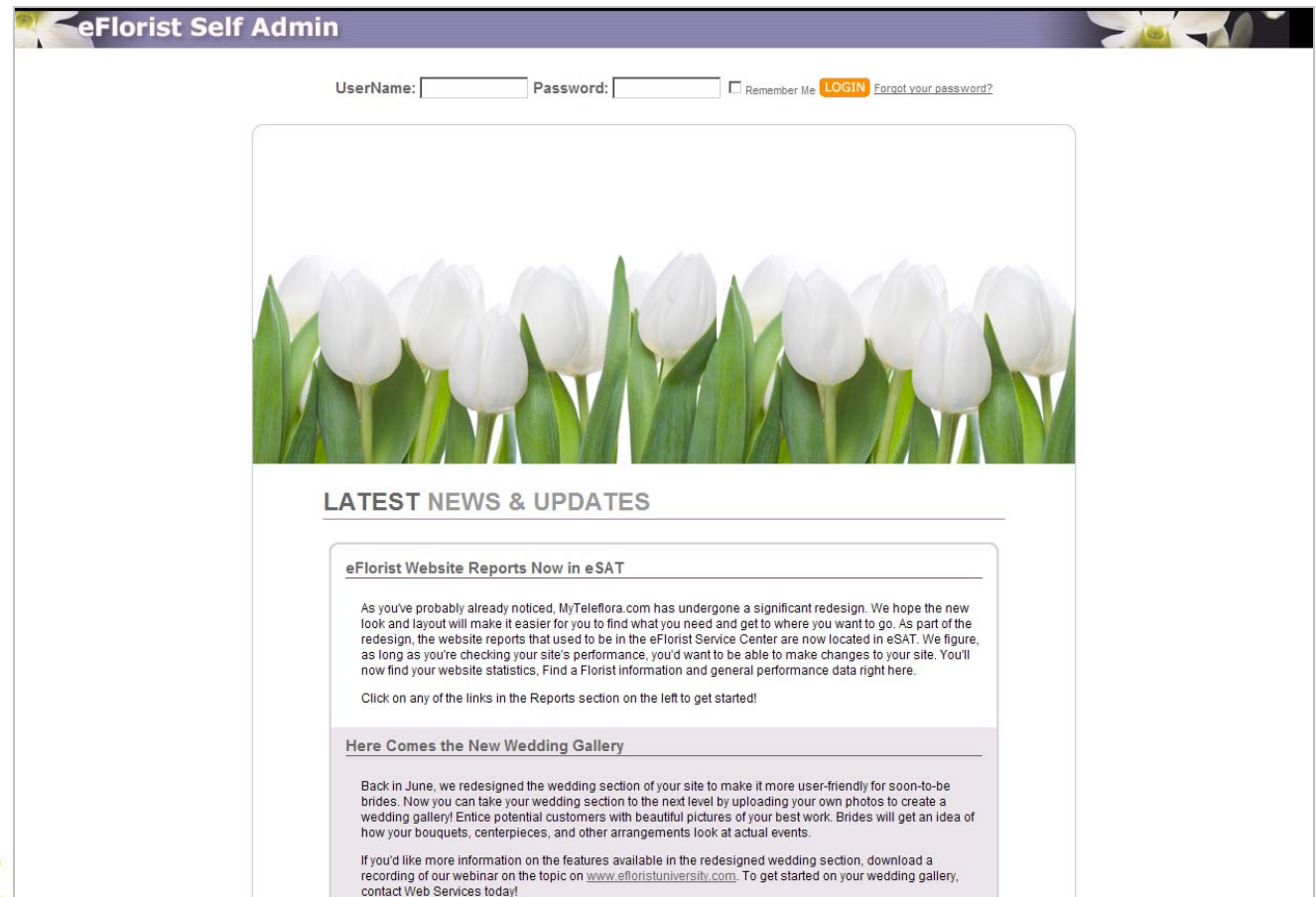
What is eSAT?

- eSAT is the eFlorist Self Administration Tool, which lets you make changes to your website.
- You can make a variety of changes to your website using eSAT:
 - Make price changes to products on your website
 - Create your own custom products and custom categories
 - Customize your home page message and products
 - Manage your delivery fees, available delivery dates
 - And much, much more!
- With eSAT, changes are effective immediately. The best part, eSAT is available *any time, day or night* – NO HOLIDAY CUT OFFS!




Logging in to eSAT

- Go to <http://esat.myteleflora.com>
 - Log in with your username and password
 - Contact Florist Customer Service if you have any login issues
800.421.2815



eFlorist Self Admin

UserName: Password: Remember Me **LOGIN** [Forgot your password?](#)



LATEST NEWS & UPDATES

eFlorist Website Reports Now in eSAT

As you've probably already noticed, MyTeleflora.com has undergone a significant redesign. We hope the new look and layout will make it easier for you to find what you need and get to where you want to go. As part of the redesign, the website reports that used to be in the eFlorist Service Center are now located in eSAT. We figure, as long as you're checking your site's performance, you'd want to be able to make changes to your site. You'll now find your website statistics, Find a Florist information and general performance data right here.

Click on any of the links in the Reports section on the left to get started!

Here Comes the New Wedding Gallery

Back in June, we redesigned the wedding section of your site to make it more user-friendly for soon-to-be brides. Now you can take your wedding section to the next level by uploading your own photos to create a wedding gallery! Entice potential customers with beautiful pictures of your best work. Brides will get an idea of how your bouquets, centerpieces, and other arrangements look at actual events.

If you'd like more information on the features available in the redesigned wedding section, download a recording of our webinar on the topic on www.eFloristUniversity.com. To get started on your wedding gallery, contact Web Services today!



eFlorist

Logging in to eSAT

- Go to <http://www.myteleflora.com>
 - Log in with your username and password
 - Once you log in, eSAT icon will appear in top navigation

The screenshot shows the myteleflora website homepage. The top navigation bar includes a 'LOGIN' button and a search field. Below the navigation bar, there are several menu items: 'quick reference', 'check my mail', 'member benefits', 'teleflora services', 'education', and 'technology'. The main content area features a large image of a yellow smiley-face mug filled with flowers, with the text 'teleflora member benefits' and a list of benefits. A purple arrow points from the 'member benefits' menu item to the 'eSAT' icon in the post-login screenshot.

Pre-login

The screenshot shows the myteleflora website homepage after login. The top navigation bar now includes the user's name 'Welcome Sara' and a 'LOGOUT' button. The 'eSAT' icon is highlighted with a purple box and a purple arrow pointing from the 'Pre-login' screenshot. The main content area features a large image of a white daisy flower, with the text 'DovePOS™ The industry's most affordable POS system' and a list of features. A purple arrow points from the 'Post-login' text to the 'eSAT' icon.

Post-login



eFlorist

eSAT home screen

- When you first log in to eSAT, you'll see the eSAT home screen.

Your shop information

Left navigation remains through all pages

Check News & Updates section often

eFlorist Self Admin

Misty's Petals Home Logout

Welcome to eSAT

Customize your website with the eFlorist Self Administration Tool! With this tool, you can make a variety of changes to your website on your own - from updating product prices to even creating your own custom products. Below you will find a section with the latest announcements from the eFlorist program and a quick overview for new users to eSAT. If you have suggestions for eSAT, please email eSAT@teleflora.com.

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Reward Your Loyal Customers

We have now launched a consumer rewards program for eFlorist sites! Using eSAT, you can activate and manage your own rewards program for your website. Customers will earn points for every dollar spent on your site (excluding tax and delivery fees). When they've earned enough points, they'll receive a coupon that's redeemable on your site. It's a great way to reward your loyal customers and keep them coming back to your site. The best thing about it, you can customize it to suit your customers' needs! You set the number of points earned per dollar spent, you determine how many points are needed to be eligible for a discount, and you decide how much of a discount is offered. All of this is now available in eSAT, but as always, you can contact Web Services to set things up.



eSAT home screen

- Get a quick overview with the New to eSAT section

For further help, try our FAQ or call Web Services

Resources

- FAQ
- User Guide
- Glossary

Contact Web Services

866.983.3932
webmaster@teleflora.com

NEW TO ESAT?



Manage Home Page



Manage Categories



Manage Products



Edit Settings

Customize Message and Products on Your Home Page

Your home page is the most visited page of your website, so it's a good idea to update the message and products for each season or holiday.

SET UP HOME PAGE SCHEDULES

- Set up **holiday merchandising** for your home page in advance! Create schedules to display select messages and products during specified holiday dates.
- Display your **best sellers year-round!** Create a default schedule to always display your most popular products. And don't worry if you have holiday schedules, those will override your default schedule during the specified dates.

(Message/products circled in red)



Go

Need help? Call Web Services at 866.983.3932 or email Web Services at webmaster@teleflora.com.



eFlorist

Manage your homepage with eSAT

- Customize products displayed, promotional banners and text

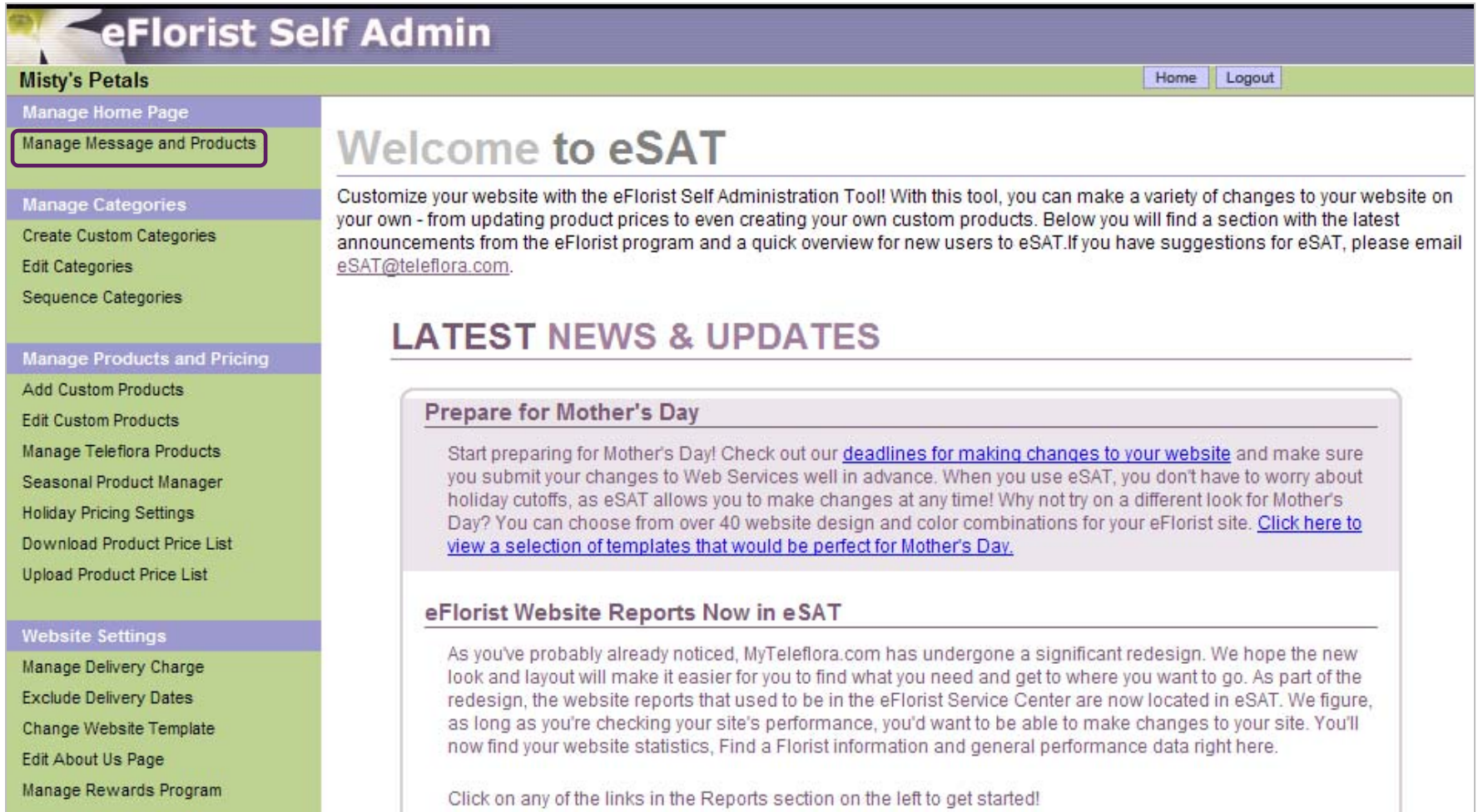
The screenshot shows the eFlorist homepage with several key elements highlighted by purple arrows:

- Navigation Bar:** Home, About Us, About Flowers, My Account, Help, View Cart, SEARCH, GO, Advanced Search.
- Left Sidebar:** My Flower Shop 888.555.1212, Shop for (Spring Bouquets, Plants, Anniversary, Best Sellers, Birthday, Modern, Get Well, Just Because, Love & Romance, New Baby, Roses, Sympathy, Thank You, Prom, Wedding), McAfee SECURE TESTED DAILY 17-MAY.
- Main Product:** Teleflora's Polka Dots and Posies \$34.95, featuring a bouquet of white daisies and pink roses in a pink polka-dot vase.
- Text:** Spring flowers brighten any day! Order Now!
- Buttons:** Shop Spring Plants >, Shop Spring Flowers >, Shop Birthday Flowers Today > (with subtext: Make their birthday their best day - it happens only once a year! and a shop now! button).



Manage your homepage with eSAT

- Click on link at top of left-hand navigation



eFlorist Self Admin

Misty's Petals [Home](#) [Logout](#)

Manage Home Page

Manage Message and Products

Manage Categories

Create Custom Categories

Edit Categories

Sequence Categories

Manage Products and Pricing

Add Custom Products

Edit Custom Products

Manage Teleflora Products

Seasonal Product Manager

Holiday Pricing Settings

Download Product Price List

Upload Product Price List

Website Settings

Manage Delivery Charge

Exclude Delivery Dates

Change Website Template

Edit About Us Page

Manage Rewards Program

Welcome to eSAT

Customize your website with the eFlorist Self Administration Tool! With this tool, you can make a variety of changes to your website on your own - from updating product prices to even creating your own custom products. Below you will find a section with the latest announcements from the eFlorist program and a quick overview for new users to eSAT. If you have suggestions for eSAT, please email eSAT@teleflora.com.

LATEST NEWS & UPDATES

Prepare for Mother's Day

Start preparing for Mother's Day! Check out our [deadlines for making changes to your website](#) and make sure you submit your changes to Web Services well in advance. When you use eSAT, you don't have to worry about holiday cutoffs, as eSAT allows you to make changes at any time! Why not try on a different look for Mother's Day? You can choose from over 40 website design and color combinations for your eFlorist site. [Click here to view a selection of templates that would be perfect for Mother's Day.](#)

eFlorist Website Reports Now in eSAT

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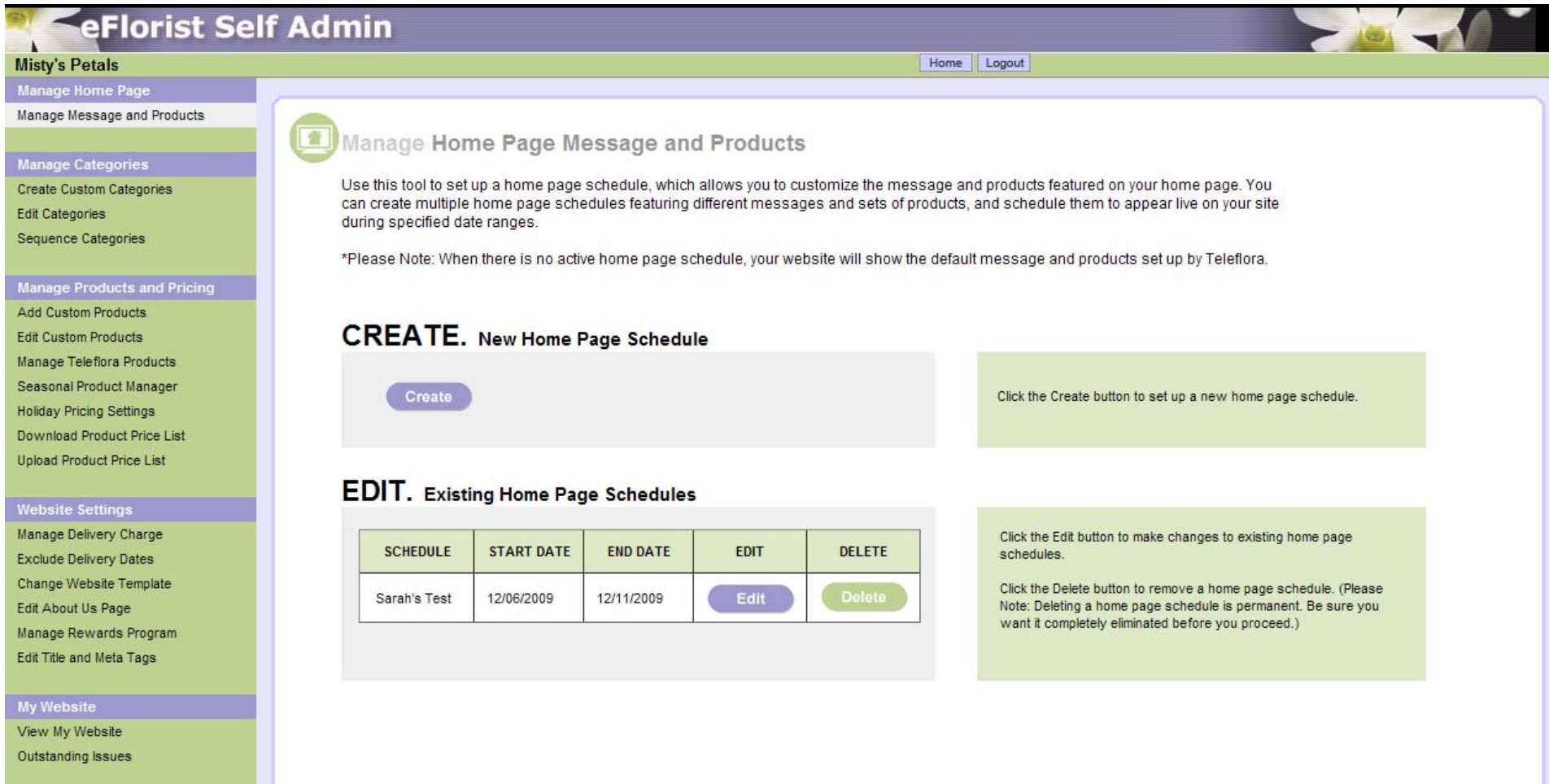
Click on any of the links in the Reports section on the left to get started!



eFlorist

Manage your homepage with eSAT

- Introduction at the top and instructions at right to guide you



eFlorist Self Admin

Misty's Petals [Home](#) [Logout](#)

- Manage Home Page
- Manage Message and Products
- Manage Categories
 - Create Custom Categories
 - Edit Categories
 - Sequence Categories
- Manage Products and Pricing
 - Add Custom Products
 - Edit Custom Products
 - Manage Teleflora Products
 - Seasonal Product Manager
 - Holiday Pricing Settings
 - Download Product Price List
 - Upload Product Price List
- Website Settings
 - Manage Delivery Charge
 - Exclude Delivery Dates
 - Change Website Template
 - Edit About Us Page
 - Manage Rewards Program
 - Edit Title and Meta Tags
- My Website
 - View My Website
 - Outstanding Issues

Manage Home Page Message and Products

Use this tool to set up a home page schedule, which allows you to customize the message and products featured on your home page. You can create multiple home page schedules featuring different messages and sets of products, and schedule them to appear live on your site during specified date ranges.

*Please Note: When there is no active home page schedule, your website will show the default message and products set up by Teleflora.

CREATE. New Home Page Schedule

[Create](#)

Click the Create button to set up a new home page schedule.

EDIT. Existing Home Page Schedules

SCHEDULE	START DATE	END DATE	EDIT	DELETE
Sarah's Test	12/06/2009	12/11/2009	Edit	Delete

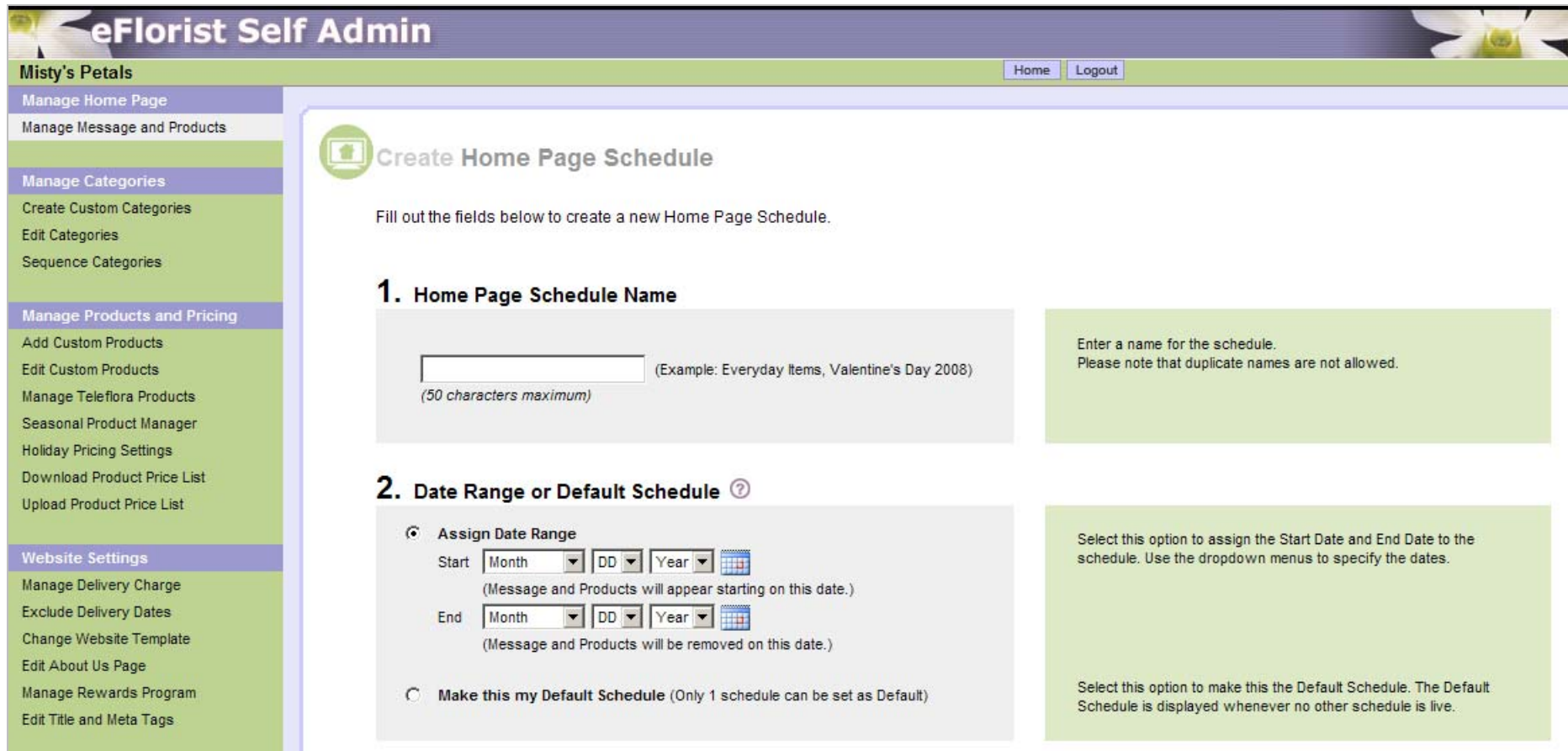
Click the Edit button to make changes to existing home page schedules.

Click the Delete button to remove a home page schedule. (Please Note: Deleting a home page schedule is permanent. Be sure you want it completely eliminated before you proceed.)



Create new homepage schedule

- Name your schedule and set up the active dates
- You can set up a default schedule to use in between holidays



eFlorist Self Admin

Misty's Petals [Home](#) [Logout](#)


- Manage Home Page
- Manage Message and Products
- Manage Categories
 - Create Custom Categories
 - Edit Categories
 - Sequence Categories
- Manage Products and Pricing
 - Add Custom Products
 - Edit Custom Products
 - Manage Teleflora Products
 - Seasonal Product Manager
 - Holiday Pricing Settings
 - Download Product Price List
 - Upload Product Price List
- Website Settings
 - Manage Delivery Charge
 - Exclude Delivery Dates
 - Change Website Template
 - Edit About Us Page
 - Manage Rewards Program
 - Edit Title and Meta Tags


Create Home Page Schedule


Fill out the fields below to create a new Home Page Schedule.

- Home Page Schedule Name**

(Example: Everyday Items, Valentine's Day 2008)
(50 characters maximum)

Enter a name for the schedule.
Please note that duplicate names are not allowed.
- Date Range or Default Schedule** 
 - Assign Date Range**

Start: 
(Message and Products will appear starting on this date.)

End: 
(Message and Products will be removed on this date.)
 - Make this my Default Schedule** (Only 1 schedule can be set as Default)

Select this option to assign the Start Date and End Date to the schedule. Use the dropdown menus to specify the dates.

Select this option to make this the Default Schedule. The Default Schedule is displayed whenever no other schedule is live.



Add your message

- Personalize what customers see
- Try to use standard fonts and simple formatting so it doesn't detract from your products
- You have lots of characters available, but make sure the end product looks good on the page!

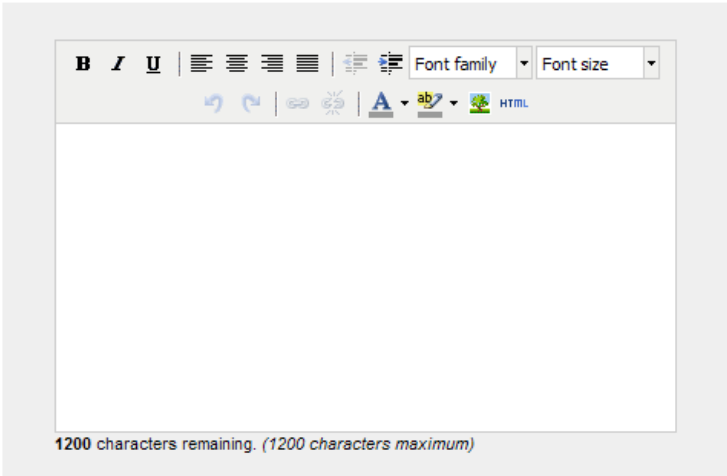
My Website
View My Website
Outstanding Issues

Reports
View Web Stats Summary Report
View eFlorist Web Stats Reports
View IP Address Lookup Report
View Find A Florist Report

Resources
FAQ
User Guide
Glossary

Contact Web Services
866.983.3932
webmaster@teleflora.com

3. Home Page Message (Optional if products are added) ?



1200 characters remaining. (1200 characters maximum)

Enter and format your home page message using the text box. Do not use HTML.

Recommended style for Home Page Message:
Bold
Centered
Font-Verdana
Font Size-5
Font Color-Light Gray



Pick your products

Select from list of products

Click on Add button

Determine order using arrows at right

4. Home Page Products (Optional if message is added) ?

(*Denotes inactive products)

Available Products

Enter Product Number (Search for products.)

Use the CTRL key or SHIFT key to select multiple products.

01J400B - Teleflora's Bee Well Bouquet
03E100 - Gingham Daisy Basket
03E200 - Peter Rabbit Teatime
03E300 - Splash of Spring
03E400 - Peter Rabbit Teacup & Saucer
03F100 - Dad's an Ace
03J400 - Teleflora's Hooray Bouquet
03J500 - Teleflora's Be Happy® Bouquet
03J500-G - Teleflora's Be Happy® Graduate
03T400 - Teleflora's Pumkin Patch
04E100 - Teleflora's Golden Morning Bouquet
04E200 - Teleflora's Peter Rabbit™ Easter Egg Bouquet
04E300 - Teleflora's Painted Flower Bouquet
04E400 - Teleflora's Porcelain Tulips Cachepot
04F100 - Teleflora's Classic Hotrod Bouquet
04G100 - Teleflora's Thomas Kinkade Watering Can Bouq
04M100 - The Teleflora Monet's Garden Bouquet
04M200 - Teleflora's Lena Liu Butterfly Teapot Bouquet
04M300 - Teleflora's Jeweled Dragonfly Bouquet
04M400 - Teleflora's Lena Liu Butterfly Teacup Bouquet
04M500 - Teleflora's Lavender Pitcher Bouquet

ADD

REMOVE

Selected Products

Empty box for selected products.



Please note: Inactive products are denoted by an asterisk(*).

To add products to the home page schedule:

1. In the Available Products box, highlight the product(s) you want to add to the schedule.
2. Click the Add button to move product(s) to the Selected Products box.

To remove products from the home page schedule:

1. In the Selected Products box, highlight the product(s) back to the Available Products box.
2. Click the Remove button to move product(s) back to the Available Products box.

Special note about CHOICE bouquet: When adding the Florist's Choice Bouquet to the home page, please review your changes to ensure the product has been added correctly.

To sequence the order in which products will appear on your home page:

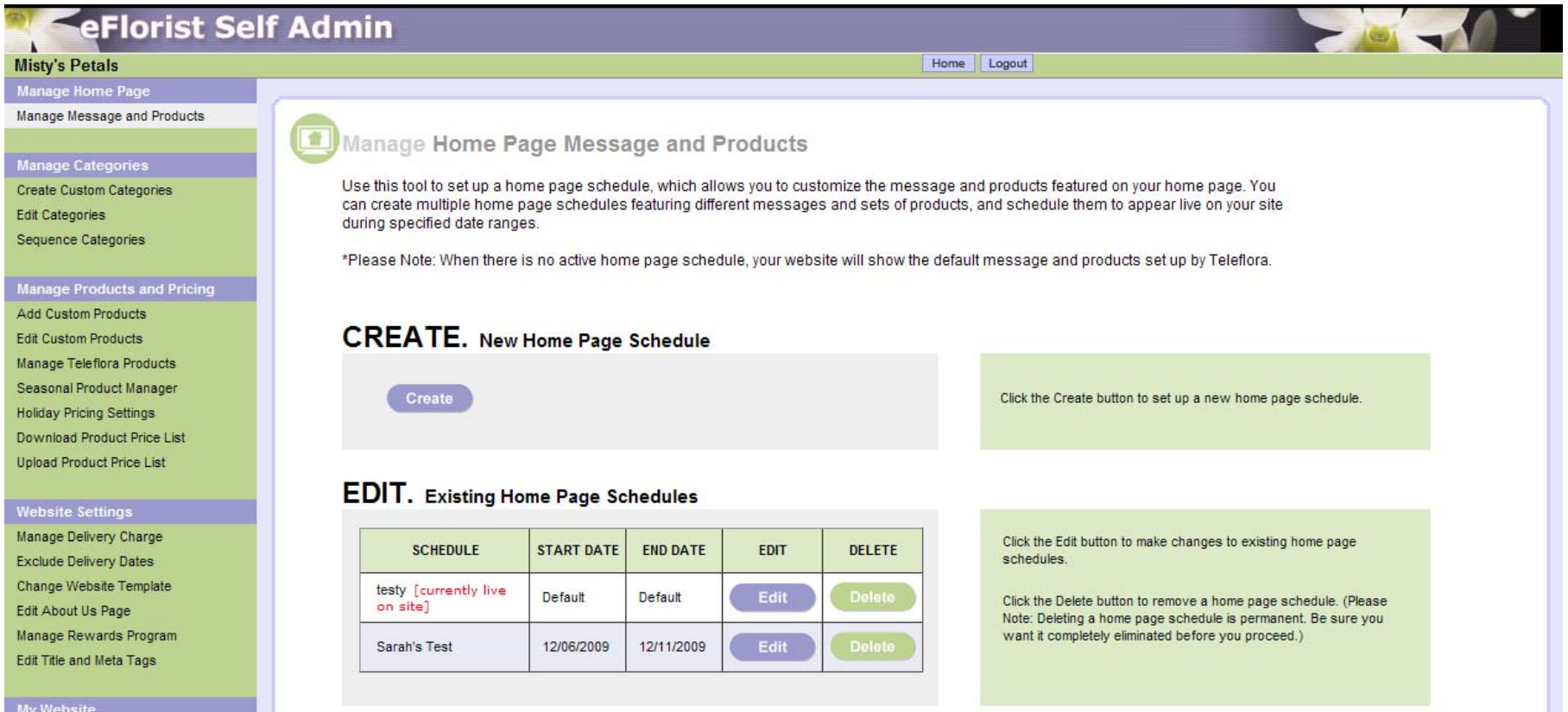
1. In the Selected Products box, highlight the product you want to sequence. (You can only sequence one product at a time.)
2. Use the up or down arrows to move it into the desired position.
 - The single arrows will move the product up or down by one slot.
 - The double arrows pointing up will move the product to the first position.
 - The double arrows pointing down will move the product to the last position.

Create



Edit existing homepage schedules

- After you create a new schedule, it appears in a list in eSAT of schedules you can edit
- Editing an existing schedule is very similar to creating a new one



eFlorist Self Admin

Misty's Petals [Home](#) [Logout](#)

Manage Home Page Message and Products

Use this tool to set up a home page schedule, which allows you to customize the message and products featured on your home page. You can create multiple home page schedules featuring different messages and sets of products, and schedule them to appear live on your site during specified date ranges.

*Please Note: When there is no active home page schedule, your website will show the default message and products set up by Teleflora.

CREATE. New Home Page Schedule

[Create](#)

Click the Create button to set up a new home page schedule.

EDIT. Existing Home Page Schedules

SCHEDULE	START DATE	END DATE	EDIT	DELETE
testy [currently live on site]	Default	Default	Edit	Delete
Sarah's Test	12/06/2009	12/11/2009	Edit	Delete

Click the Edit button to make changes to existing home page schedules.

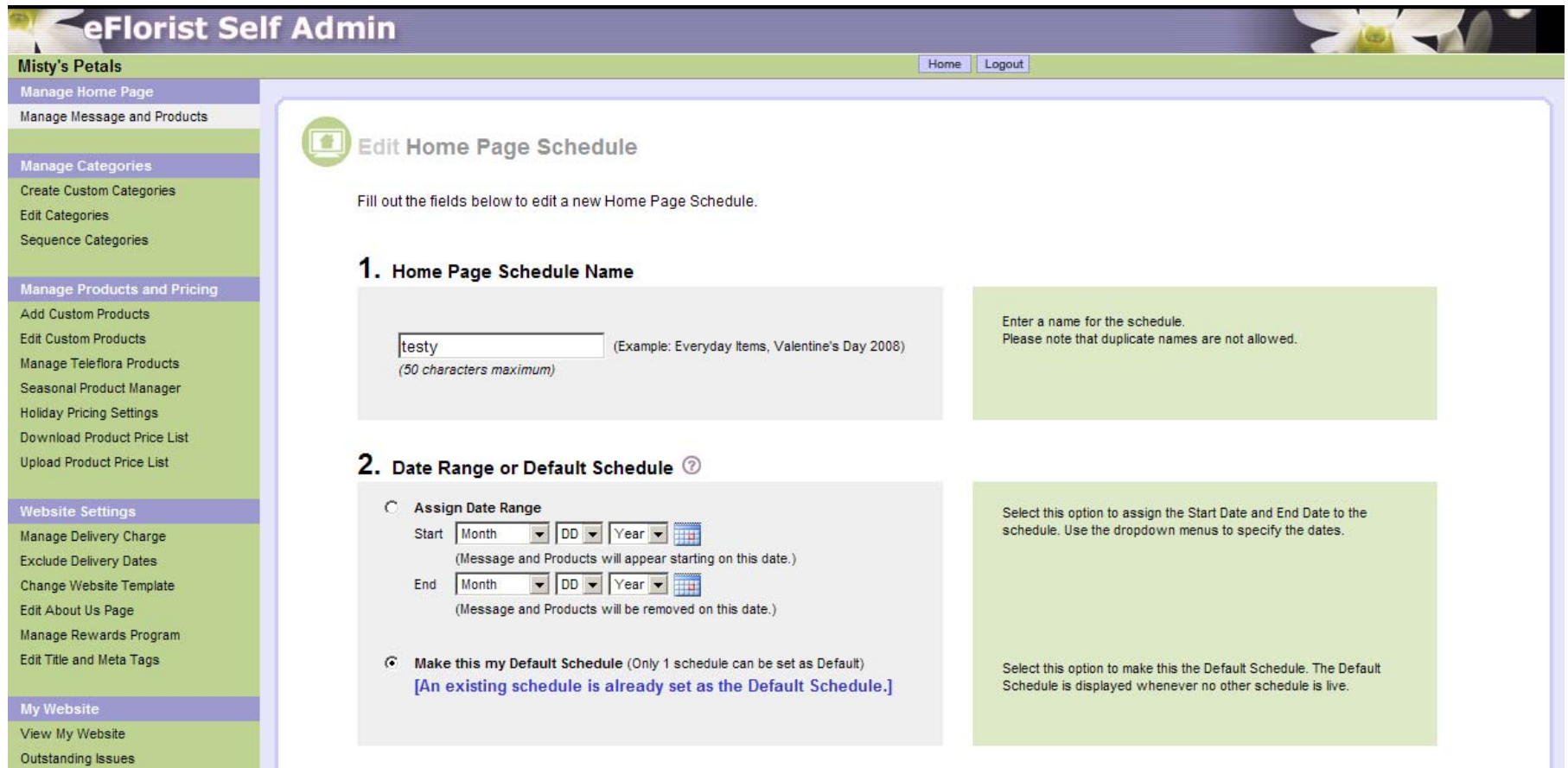
Click the Delete button to remove a home page schedule. (Please Note: Deleting a home page schedule is permanent. Be sure you want it completely eliminated before you proceed.)

My Website



Edit existing homepage schedules

- Steps are the same, but information is already filled out



The screenshot displays the 'eFlorist Self Admin' interface. The top navigation bar includes 'Home' and 'Logout' buttons. A left sidebar menu lists various management options such as 'Manage Home Page', 'Manage Categories', and 'Manage Products and Pricing'. The main content area is titled 'Edit Home Page Schedule' and contains the following sections:

- 1. Home Page Schedule Name**: A text input field containing 'testy' with a note '(Example: Everyday Items, Valentine's Day 2008) (50 characters maximum)'. A green callout box on the right states: 'Enter a name for the schedule. Please note that duplicate names are not allowed.'
- 2. Date Range or Default Schedule**:
 - Assign Date Range**: Includes 'Start' and 'End' date pickers (Month, DD, Year) with calendar icons. Below each is the text: '(Message and Products will appear starting on this date.)' and '(Message and Products will be removed on this date.)' respectively.
 - Make this my Default Schedule** (Only 1 schedule can be set as Default) [An existing schedule is already set as the Default Schedule.]A green callout box on the right explains: 'Select this option to assign the Start Date and End Date to the schedule. Use the dropdown menus to specify the dates.' and 'Select this option to make this the Default Schedule. The Default Schedule is displayed whenever no other schedule is live.'



Edit your message

- Try to follow text guidelines to keep things simple

3. Home Page Message (Optional if products are added) ?

Enter and format your home page message using the text box. Do not use HTML.

Recommended style for Home Page Message:
Bold
Centered
Font-Verdana
Font Size-5
Font Color-Light Gray

1200 characters remaining. (1200 characters maximum)



Edit your products

Products are already selected, but you choose and edit them the same way

Highlight a product in the lower box and hit Remove if you want to take something out of the lineup

4. Home Page Products (Optional if message is added) ?

(*Denotes inactive products)

Available Products

Enter Product Number (Search for products.)

Use the CTRL key or SHIFT key to select multiple products.

- 03E100 - Gingham Daisy Basket
- 03E200 - Peter Rabbit Teatime
- 03E300 - Splash of Spring
- 03E400 - Peter Rabbit Teacup & Saucer
- 03F100 - Dad's an Ace
- 03J400 - Teleflora's Hooray Bouquet
- 03J500 - Teleflora's Be Happy® Bouquet
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- 03T400 - Teleflora's Pumpkin Patch
- 04E100 - Teleflora's Golden Morning Bouquet
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- 04E300 - Teleflora's Painted Flower Bouquet
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- 04F100 - Teleflora's Classic Hotrod Bouquet
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- 04M100 - The Teleflora Monet's Garden Bouquet
- 04M200 - Teleflora's Lena Liu Butterfly Teapot Bouquet
- 04M300 - Teleflora's Jeweled Dragonfly Bouquet
- 04M400 - Teleflora's Lena Liu Butterfly Teacup Bouquet
- 04M500 - Teleflora's Lavender Pitcher Bouquet
- 04N300B - Teleflora's Just Ducky Bouquet - Boy

ADD REMOVE

Selected Products

- 03J400B - Teleflora's Bee Well Bouquet
- 10M400B - Teleflora's Chalk It Up Bouquet
- 10E300B - Teleflora's Spring Showers Bouquet
- 10S100B - Teleflora's Lots of Dots Bouquet

↑ ↓

↑ ↓

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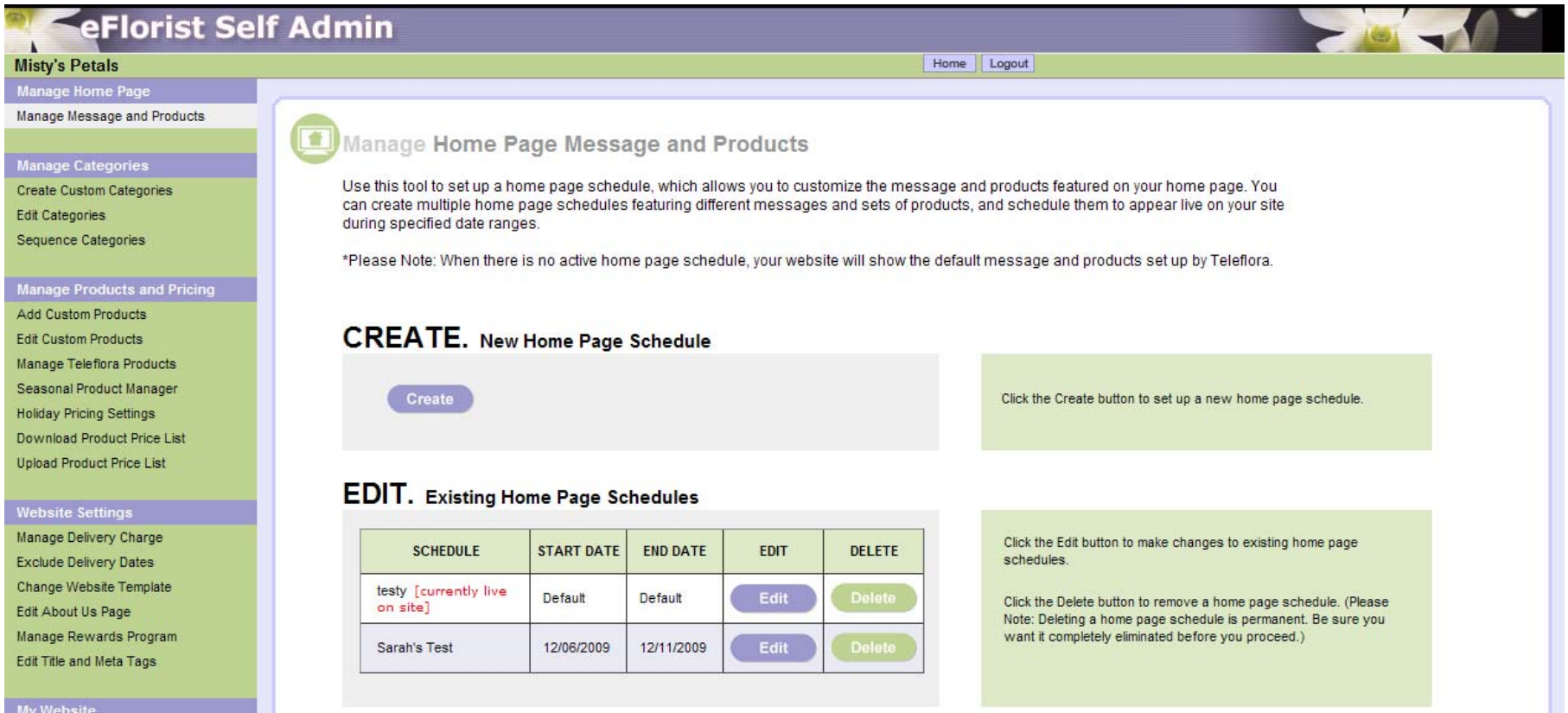
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Save



Back to Manage Message and Products Home

- Once you've saved your work, you'll go back to the Manage Homepage Message and Products Home screen



The screenshot shows the 'eFlorist Self Admin' interface for 'Misty's Petals'. The left sidebar contains navigation menus for 'Manage Home Page', 'Manage Message and Products', 'Manage Categories', 'Manage Products and Pricing', 'Website Settings', and 'My Website'. The main content area is titled 'Manage Home Page Message and Products' and includes a description of the tool, a 'Please Note' about default settings, and two sections: 'CREATE. New Home Page Schedule' and 'EDIT. Existing Home Page Schedules'. The 'CREATE' section has a 'Create' button and an instruction. The 'EDIT' section contains a table with two rows of existing schedules and 'Edit' and 'Delete' buttons for each. The 'DELETE' section has an instruction.

Home **Logout**

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[Create](#)

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SCHEDULE	START DATE	END DATE	EDIT	DELETE
testy [currently live on site]	Default	Default	Edit	Delete
Sarah's Test	12/06/2009	12/11/2009	Edit	Delete

Click the Edit button to make changes to existing home page schedules.

Click the Delete button to remove a home page schedule. (Please Note: Deleting a home page schedule is permanent. Be sure you want it completely eliminated before you proceed.)



Viewing your website

- To review your website
 - Click on “View My Website” on the left-navigation
 - Website will open in a new browser window

The screenshot displays the eFlorist Self Admin interface. On the left, a navigation menu includes sections like 'Misty's Petals', 'Manage Home Page', 'Manage Categories', 'Manage Products and Pricing', 'Website Settings', 'My Website', 'Reports', and 'My Website'. The 'My Website' section is highlighted, showing options for 'View My Website' and 'Outstanding Issues'. A callout box points to the 'View My Website' option. The main content area shows a 'Welcome to eSAT' message and a 'LATEST NEWS & UPDATES' section with an article titled 'eFlorist Website Reports Now in eSAT'. On the right, a preview of 'Carol's Flower Shop' is shown, featuring a 'Send a Little Spring Sunshine!' promotion with various flower bouquets and their prices.



Additional resources in eSAT

eFlorist Se	
Misty's Petals	
Manage Home Page	
Manage Message and Products	
Manage Categories	
Create Custom Categories	
Edit Categories	
Sequence Categories	
Manage Products and Pricing	
Add Custom Products	
Edit Custom Products	
Manage Teleflora Products	
Seasonal Product Manager	
Holiday Pricing Settings	
Download Product Price List	
Upload Product Price List	
Reports	
View Web Stats Summary Report	
View eFlorist Web Stats Reports	
View IP Address Lookup Report	
View Find A Florist Report	
Resources	
FAQ	
User Guide	
Glossary	
Contact Web Services	
866.983.3932	
webmaster@teleflora.com	

Check out our FAQ

Read the user guide

Learn new terms in the glossary

When in doubt, call or email Web Services



Wrap-up and questions

- To summarize
 - eSAT is a great tool for managing your site and changes take immediately
 - Homepage schedules can be set in advance, one less thing to think about
 - When in doubt, call Web Services
- Questions?
 - Contact Web Services for questions about implementation at 866.983.3932 or webmaster@teleflora.com
 - Send suggestions for future webinar topics to efloristuniversity@teleflora.com

