

Delivering a Best-in-Class Customer Experience – Together

March 30, 2021



Operating Goal #1

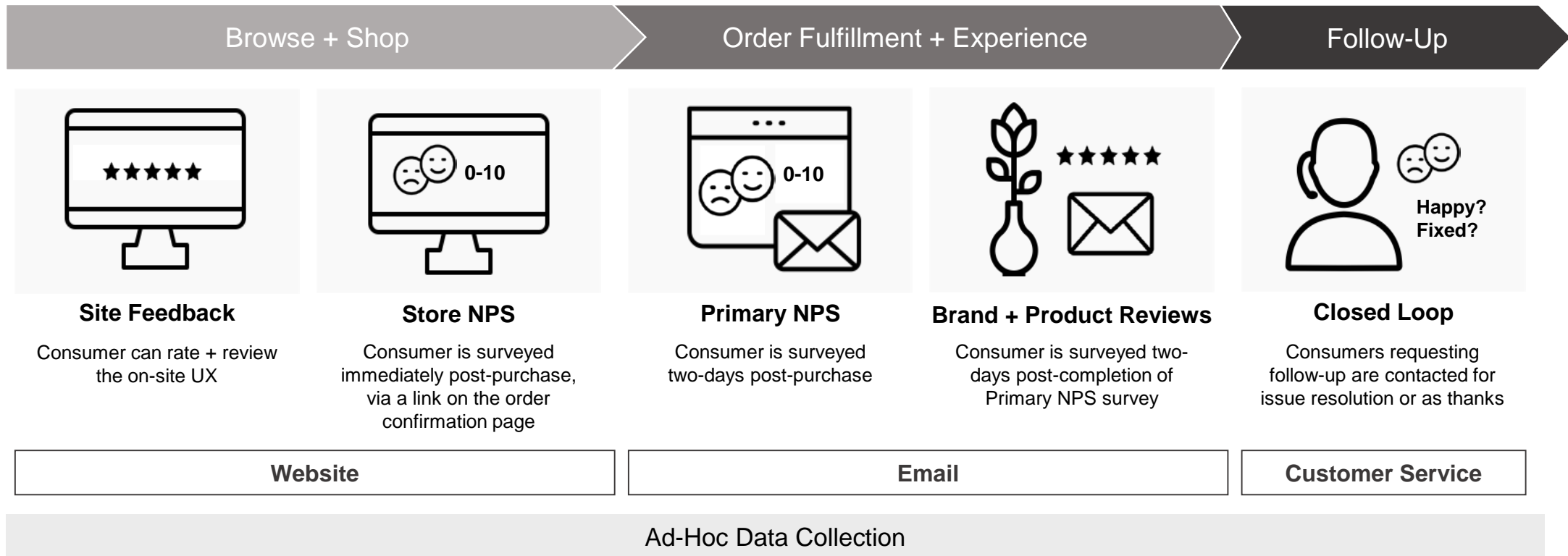
Deliver a Best-in-Class Customer Experience

Mission

Elevate FTD's CX to world-class status
by becoming **customer-obsessed**.




Consumer Understanding



The **Net Promoter System**[®] is the most widely-adopted system for managing customer feedback and improvement.

Primary NPS is our key measure of customer satisfaction.



On a scale of 0-10, how likely are you to recommend FTD to a friend?
Not at all Likely = 0 / Extremely Likely = 10

0 1 2 3 4 5 6 7 8 9 10

Why did you rate us as you did? We'd love to hear your thoughts.

Would you like to be contacted regarding your response?

Yes
 No

Submit Survey

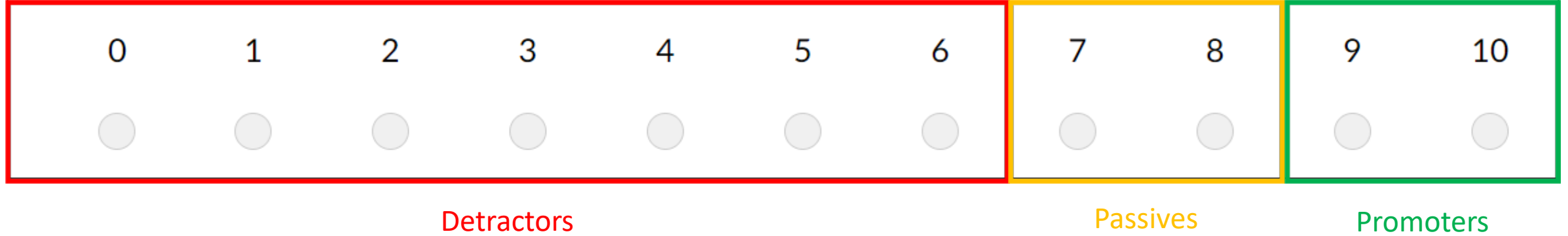
NPS is based on a single question.

Consumers are asked to rate, on an 11-point scale, their likelihood to recommend a business or product to a friend.

Customers fall into three categories.

On a scale of 0-10, how likely are you to recommend FTD to a friend?

Not at all Likely = 0 / Extremely Likely = 10



$$\text{Net Promoter Score} = (\% \text{ Promoters} - \% \text{ Detractors}) * 100$$

Consumer feedback can be tied to every part of the biz.

- SKU
- Category
- Style
- Occasion
- Price
- Fulfillment Type
- Florist Code
- Vendor
- Carrier
- Shipment Method
- Audiences
- Programs
- Order Date
- Delivery Date
- Geography



Consumers expect us to deliver **what they order, on time and to value.**

Florist Fulfillment: Text Analysis

Valentine's Day 2021: Delivery-related issues continue to be the top drivers of dissatisfaction

Dissatisfaction Drivers	% Complaints
Delivery	41%
Accuracy + Presentation	18%
Product Quality	16%
Pricing + Fees	13%
Customer Service	12%

Delivery	%
Late Delivery	56%
Non-Delivery	15%
Delivery Personnel	15%
Delivery Handling	14%

Accuracy & Presentation	%
Looks Nothing Like Picture	57%
Wrong Item	35%
Substitution Issue	5%
Missing Item	3%



How We Improve Delivery

- Attempted Delivery – For all attempted deliveries the florist should
 - Leave a door tag
 - Leave a phone message for the recipient
 - Send ASK message to FTD.com or sending florist to let them know the delivery was attempted
 - Include time attempted and when you will follow up with re-delivery
- Successful Delivery – After the delivery is successfully executed
 - Send a Delivery Confirmation
 - Obtain valid Proof of Delivery
 - When you send a DCON, an email is sent to the consumer to let them know it was delivered
- CS Delivery inquiries – CS may send messages before and/or after the delivery date.
 - Try to respond promptly to their messages to address concerns
- Proof of Delivery (POD) – CS may ask for Proof of Delivery
 - Do respond with POD within 48 hours of the request or you will be billed
 - Provide clear, legible signatures from the recipient; drivers initials will not be accepted
 - Best POD is a picture of the flowers and address, clearly showing the location of the delivery
 - Use the FTD Mobil App whenever possible



How We Improve Accuracy + Presentation



SUBSTITUTION GUIDANCE FOR BDB (The FTD® BEST DAY BOUQUET)

A splash of yellow and white flowers accent this bouquet. If you are codified for BDB, it is extremely important that you have the flowers on hand to fill and create this design as expected by the consumer to meet their expectations.



BDB

Note – If you sub using a stem of less value, you should increase the stem count

Item	Variety used	Good Color/Flower Choice			Poor Color/Flower Choice	
Green Button Pompon		Green Novelty Pom 	Green Mini Carnation 	Green Hypericum 	White Button Pom 	Pink Mini Carnation
Hot Pink 50 cm Standard Rose		Bi Color Hot Pink Rose 	Magenta Rose 	Fuchsia Rose 	White Rose 	Blue Iris
Sunflower		Similar Yellow Sunflower 	Yellow Gerbera with dark center 	Pincushion Protea 	Pink Hydrangea 	White Gerbera
Orange LA Hybrid Lily		Similar Orange LA Hybrid Lily 	Dark Orange LA Hybrid Lily 	Orange Mini Calla 	White Lily 	Pink Lisianthus
Purple Double Lisianthus		Lavender Lisianthus 	Purple Florigene Carnation 	Lavender Spray Rose 	Blue Delphinium 	White Stock
Yellow Snapdragon		Similar Yellow Shadragon 	Cream Stock 	Yellow Gladiolus 	Pink Snapdragon 	Pink Larkspur



Thank you!

