



NEW MEMBER GUIDE



A NOTE FROM FTD

First and foremost, thank you so much for entrusting FTD to be a partner in your business. Every day we see the tremendous artistry displayed by you and your fellow florists and we are utterly in awe of your talent. It's an honor and a privilege to stand beside you and help you grow your business while helping to connect people through some of the most important moments in their lives.

At FTD, we are continually committed to our core business — you. We are here to support you, and that starts with generating profitable orders for you. We are dedicated to showcasing your talent and driving the florist-created business forward.

We're also investing in technology that helps you to manage your business better and continue to grow, starting with Mercury HQ and Mercury Online. Mercury HQ is an all-in-one management system that helps you track orders from all sources, schedule deliveries, and more. Mercury Online is a Shopify-powered e-commerce platform to capitalize on online shopping with your own easy-to-run website. We're continuing to add new features to each to help keep you up to date and keep your business running smoothly.

Most of all, we strive to be a valuable resource to our dedicated florist partners, offering everything you need to run your business effectively. We're here to help, from sourcing quality fresh flowers and vases to providing high-resolution imagery for your own marketing materials. We are here to help you succeed.

On behalf of all of us at FTD, welcome to the team.



WELCOME TO THE FTD COMMUNITY OF FLORISTS

In this guide, you will find all the information you need to become a successful partner. Please keep this booklet on hand if you ever need to reference any details and be sure to reach out to your representative if you have any questions.

MEMBER SERVICES

Monday – Friday
7:30 am – 6:30 pm CT
800.788.9000
ftdmemberservices@ftdi.com

MERCURY SUPPORT

Monday – Friday
7:00 am – 7:00 pm CT
Saturday
7:30 am – 4:00 pm CT
888.205.7225

MARKETPLACE & FLOWER EXCHANGE

Monday – Friday
8:00 am – 5:00 pm CT
800.767.4000

VISIT FTDI.COM FOR PRODUCT RECIPES, SUBSTITUTION GUIDANCE, ACCESS TO OUR IMAGE & LOGO LIBRARY, AND OTHER RESOURCES.



BEST SELLERS

Our goal is help you be as successful as possible. That is why we share out the projected best sellers for the following month to make sure you have the containers and flowers you need to fill FTD orders.

The best sellers can be found at FTDI.COM/BESTSELLERS. A monthly email reminder is also sent to you.

HOW TO IMPROVE YOUR OPPORTUNITY FOR ORDERS

We know that orders are one of the greatest benefits to being a part of the FTD Network. Our goal is to send as many orders your way at a high value to maximize your profitability. There are several things you can do to increase your opportunity for orders.

QUALITY & SERVICE

Ensure you have the necessary products to fill orders to value by using the provided bouquet recipes. Exceptional quality and service means having the correct flowers and containers, as well as the delivery capacity to deliver orders on time. Quality performance is reviewed for all member florists including refunds, rejects and delivery issues.

CONTAINERS

FTD Marketplace features our Signature Collection, the everyday and seasonal vases used in our arrangements. Keeping a streamlined assortment of codified vases allows you to fulfill orders and maximize your earning potential. We also offer novelty containers, add-ons and shop supplies, so you can stock up on all of the essentials.

DELIVERY AREA

Make sure to let us know the ZIP codes where you deliver. It is also important to expand or condense your coverage area on a regular basis, especially during the holidays, to ensure you can deliver an exceptional experience.

PARTICIPATION

We provide some of the industry's best business solutions for florists. Leveraging our technology, website and wholesale flowers are just some ways we can make a difference in your everyday operations.

SAME-DAY DELIVERY

It is important to know your shop's same-day delivery cut-off time. There are two options, 11:00 am and 2:00 pm. Same-day orders received by the florist's cut-off time must be delivered the same day (including holidays) if requested by the customer. Your order minimum is also another important factor we need to enter in our system to make sure you are sent orders that work for your shop.

To update any of your account information, please reach out to your Field Account Manager.

TECHNOLOGY TOOLS MAKE IT EASY

Our technology is constantly evolving. Reach out to one of our Technology Specialists to learn which tools are available to you for ways you can easily run your shop from anywhere, anytime.

MERCURY HQ

Mercury HQ is a cloud-based system that lets you manage your shop from anywhere using your phone, tablet, or computer. With real-time syncing for access wherever life takes you, Mercury HQ allows you to run your business like never before by managing orders, transactions and deliveries, exporting data, integrating orders from multiple channels, and more. New features are continually being added to help you leverage the platform to maximize your shop's performance.

By now, you should be up and running on Mercury HQ. If you have any questions or need to troubleshoot an issue, contact Mercury Support at 888.205.7225.

MERCURY ONLINE

An e-commerce platform powered by Shopify, Mercury Online helps you leverage the 79% of shoppers who shop online once a month by helping you create a best-in-class website for your business. Designed with a sleek mobile-first experience and built to be faster and more search-friendly to maximize traffic and conversions, Mercury Online is a user-friendly way to help you capitalize on online sales. Intuitive easy-to-use tools help you customize your site to suit your business needs.

MARKETING CONCIERGE

In combination with Mercury Online, Marketing Concierge is our suite of digital marketing services that help make your site shine and drive local traffic. Sites with these paid marketing campaigns are generating 4-5x more orders than those without, giving you a business boost while letting our marketing professionals do all the work. We take a never-ending list of to-dos off your plate and manage your campaigns for you, even using monthly metrics reporting to track trends and adjust to achieve even greater results.

EXPAND YOUR DELIVERY CAPACITY

The FTD Delivery Service is an online platform designed to help manage your delivery needs. We have partners to give you access to a network of local professional delivery drivers — 7 days a week, 365 days a year.

Fully integrated with Mercury HQ, the benefits include:

- Labor savings — reduce dependency on full-time drivers.
- Vehicle savings — fuel, maintenance, insurance, wear & tear, etc.
- Flexibility — schedule deliveries 24/7/365.
- Delivery speed — same day or timed delivery options.
- Increase capacity — deliver more orders during peak times.
- Professional delivery drivers — no-contact delivery with real-time delivery confirmation.
- No monthly fees — pay per delivery.

ORDER ACKNOWLEDGEMENT

When your Mercury HQ system receives an order, it is important that you have a process in place to acknowledge the order within one hour and 50 minutes of receiving it. By letting us know that you received the order and will take care of it through delivery (or you can't fill it and reject it), we can ensure that the consumer's purchase is taken care of.

If you're not able to fill the order, please let us know no later than one hour and 50 minutes of receiving it. This way, the order can be sent back into the network to find a florist that can complete the order.

DELAYED RESPONSE POLICY

If you acknowledge you can fill the order and either deliver it late or not at all, you may receive a Delayed Response fee. The Delayed Response Policy is a proactive approach to preventing late or non-delivery of consumer orders. The policy is designed to protect FTD Florists from late or undelivered orders that may ultimately impact their reputation and perception of the industry.

We track all orders and assess charges on behalf of the sending florist to ensure their orders are being successfully fulfilled on a timely basis. Any fees collected from the filling florist are credited to the sending florist.

DELIVERY BEST PRACTICES

Delivering an exceptional experience for our customers is a top priority. All FTD orders should receive a delivery confirmation by 7:00 pm (local time) on the same day of delivery, after the customer receives the delivery. For any delivery not confirmed by 7:00 pm (local time), a minimum of \$2.25 fee per order will be processed on your FTD Statement.

DELIVERY CONFIRMATION

- Submit the delivery confirmation at the actual time of delivery. When a delivery confirmation is sent, it immediately sends an email to the customer to let them know their purchase was successfully received.
- When sent prematurely, it sets all the wheels in motion for a possible escalation or delayed response charge.
- At a minimum, make it a part of the delivery driver's process to text/call the shop when the route is completed to attend to delivery confirmations and alert for any that are unsuccessful.
- If the order is delivered after 7:00 pm, wait until it's delivered to send a delivery confirmation to ensure accuracy for the customer. Then, reach out to Member Services to credit you for the late confirmation fee.

PROOF OF DELIVERY

- A photo of an arrangement left on a porch will be accepted as proof of delivery in place of a signature by the recipient. Photos that include the house number are a best practice, if possible.
- When emailing a photo as proof of delivery, the subject line should include the Mercury order number and recipient's last name.
- A delivery log should include the Mercury order number, date, time and a valid signature for each order. Time of delivery is required for all business and funeral deliveries.
- When emailing or faxing a delivery log to customer service, please make sure the information is legible and each order's information is on one single line.
- Mercury HQ users can use the mobile app for deliveries. The app will ingest a photo and tag with the delivery location automatically, allowing a seamless process for proof of delivery.

If you have questions about proof of delivery, please contact customerservicect@ftdi.com.

A LEGACY OF QUALITY, PROFESSIONAL FLORISTS

For more than 110 years, FTD has been an innovative leader promoting quality and process improvement throughout the floral industry. With innovative programs, exclusive educational courses and notable business tools, we are continually seeking new collaborative ways to improve the fulfillment and delivery process for florists and the floral purchasing experience for consumers.

As a member of FTD, you have the opportunity to benefit from several programs that focus on continual quality improvement and operational excellence. It is important that employees at an FTD Member shop understand and follow the guidelines of each of the quality policies, which will help grow successful relationships with consumers and build a partnership with us.

FLORIST SCORECARD

The FTD Florist Scorecard allows Member Florists to review and optimize their business practices when filling our orders.

The Florist Scorecard was designed to provide insight into a Member Florist's fulfillment performance and allows them to monitor their quality, refusal and customer satisfaction ratings. This tool is updated monthly and contains valuable data to guide business decisions and maximize order potential. Members will also learn how they compare to other florists in their markets. The ultimate goal of the Florist Scorecard is to help FTD Member Florists identify opportunities to improve their quality metrics, receive more orders and instill industry best practices.

View your Quality Scorecard each month and learn more about our programs at FTDI.COM/QUALITY. To review your shop's quality metrics and local market benchmarks, reach out to our Quality Team at QSR@ftdi.com.



Every month, you will have access to your shop's FTD Statement for the previous month's activities. The statement provides your detailed activity with FTD for the prior month.

You can sign up to receive a paperless statement at FTDI.COM under FTD Statement. If you have not opted out of receiving a paper statement, you will receive your monthly detail in the mail for a small fee.

Statement information includes:

- Summary of monthly activity
- Order summary
- Rebate summary
- Check or payment coupon (dependent on monthly activity)

For information on signing up for Electronic Funds Transfer (EFT) payments, please contact Member Services at 800.788.9000.



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