



TAKE YOUR BUSINESS FURTHER™

## BEST PRACTICES FOR ORDER HANDLING

| SCENARIO  | ACTION   | DETAILS   |
|---|--|---|
| <b>ORDER ACKNOWLEDGMENT</b>   |  |   |
| Order is received in Mercury Cloud  | Always accept or deny orders in your Mercury Cloud system immediately upon receipt.  | Failure to acknowledge orders may impact the volume of future orders you receive.   |
| <b>ASK MESSAGES</b>   |  |   |
| <p>ASK messages should be kept to a minimum. Do not request that a product, price or delivery date be changed unless unavoidable – for example, the recipient cannot receive flowers on the selected date because they are in the ICU. In the rare instance that this is the case, please utilize an ASK message for guidance.</p> <p>If you are sending an ASK related to the minimum price of the product, we kindly ask you review your Total Order AOV, as our current average is north of \$65. While some orders might come in below your desired minimum, our AOV has proven we focus on selling products that are profitable for our member florists.</p> |  |   |
| Address or recipient information needed   | Send an ASK message stating the information that you need.   | Please be as specific as possible.  |
| Need to notify FTD about an attempted delivery  | Use the mobile text function to indicate the order was undeliverable and why. Or, you may send an ask message explaining the situation   | Please make sure you include the time you attempted delivery when applicable.   |
| <b>BLOCKING SENDERS</b>   |  |   |
| You may block certain senders from whom you do not wish to receive orders, especially during the peak of a holiday.   |  |   |
| Would like to stop receiving orders from a specific sender  | Block senders by visiting <a href="http://www.ftdi.com/block/">http://www.ftdi.com/block/</a> or calling Mercury Support at 888.309.2244 | Please note that the block stays in place until you tell us you no longer want to block that sender. To unblock, send a GEN message to 90-0064AA with each shop code that you wish to unblock.  |
| <b>REDUCING ZIP CODES</b>   |  |   |
| Need to temporarily reduce your delivery area during the holidays   | Send a GEN message to 90-0075AA or email <a href="mailto:distributiongroup@FTDi.com">distributiongroup@FTDi.com</a> .                    | Due to holiday volume, we cannot guarantee the delivery area will be blocked, but we do ask for you to send in your request. It is recommended you review your delivery footprint before the holiday and follow the appropriate reject process below. |



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| <p><b>DELIVERY CONFIRMATIONS</b></p> <p>FTD offers a variety of technology tools to make it quick and easy to submit a delivery confirmation. Visit <a href="http://www.FTDi.com/Quality">www.FTDi.com/Quality</a> to learn more and view a how-to guide.</p> |   |  |
| Order delivered   | Send a mobile DCON immediately upon completion of delivery utilizing our mobile delivery or text application. | It is expected all orders are delivered to recipients before 5:30 p.m.   |
| <p><b>SUSPENDING MERCURY</b></p> <p>Our goal is to provide an adequate flow of orders to our members. You can help us achieve this by keeping your Mercury up and running during the holiday period.</p>  |   |  |
| You need to stop receiving orders for a short period of time.   | Suspend your Mercury for receipt of orders.   | We caution against suspending your Mercury because it will impact your ability to receive orders and could result in fewer orders filled for the holiday period.                           |
| <p><b>REJECTING ORDERS</b></p> <p>Orders should only be rejected when absolutely necessary. FTD's goal is always to land the right order with the right florist the first time.</p>   |   |  |
| <b>SCENARIO</b>   | <b>REJECT MESSAGE</b>   | <b>DETAILS</b>   |
| You have received the maximum number of orders you can handle for the holiday.  | At capacity   | This will block you from receiving all FTD.com orders. You should also navigate to Florist Link, click the Admin button and update your remaining capacity with the holiday capacity tool. |
| You have received an order to be delivered to a ZIP code not in your coverage area, or it is too late for delivery to the ZIP code that day.  | Out of delivery area for holiday<br>OR<br>Out of delivery area for today                                      |  |
| You are out of a codified container.  | Out of codified container   | FTD.com will block you from receiving future orders for that codified product. To be unblocked, you must purchase additional containers from FTD Marketplace.                              |
| You are out of flowers  | Out of flowers for today<br>OR<br>Out of flowers for the holiday  |  |
| An order is below your minimum.   | Below minimum   | Keep in mind that you are agreeing to fill all sizes of a codified bouquet when you purchase the codified container. Rejecting because an item is below your minimum is                    |



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|   |  | factored into our internal systems for order distribution. Please consider your orders' average AOV, not just an individual minimum order. |
| You cannot fill a same-day order.             | Too late for delivery                                  | If you cannot fill a same-day order, reject the order and we will temporarily update the same-day cutoff times for the ZIP code.           |
| Your store is closed for the day.             | Store closed   | If your store is permanently closed, please indicate this is the case and suspend your Mercury.  |
| You do not have the product that was ordered. | Container not available<br>OR<br>Flowers not available |  |