New Web Features

As follow-up to our June feature on best practices in web management, we asked top industry providers to share new tools they've introduced to help florists adapt to the selling environment created by the pandemic. Highlights are below:

BloomNation
Farbod Shoraka, co-founder and CEO

"Now that customers are asking for contactless delivery, we heard our floral community mention that drivers are no longer getting tips, so w**e built a feature that allows the purchaser to enter a tip during the online checkout process,** which will help boost tipping and help those drivers out."

BloomNet
Marc Grzeskowiak, BloomNet's vice president of technology

"[We've added] **customized banners per shop highlighting unique delivery and retail capabilities** during the COVID-19 crisis. Florists can feature these assets on their sites, along with other holiday/seasonal specific banners." Other new tools and functions include:

- "[Users'] ability to r**educe their overall online product offering to allow for more flexibility in fulfilling orders**; and
- Shops can **offer the combination of pickup and delivery options by day** that best suit their needs. This allowed florists that were not open for retail or pickup to continue to capture orders for delivery without suspension of incoming orders."

Flower Shop Network
Loranne Atwill, vice president and co-owner

"We created banners such as **No-Contact Delivery, Curbside Pick-up, We're Still Open** and many others for florists to use on their websites and social media. **Designer's Choice product options were created to allow more flexibility** to the florists to control what they were selling. The **Add-on Product feature was also expanded to allow florists to increase the additional products to be added to a floral purchase**. FSN added **enhancements to our email campaign service** to allow florists to customize messages to their consumers. All of these enhancements **increased florists' ability to communicate to their consumers** about how they are doing business during the pandemic."

FTD
Heath Mielke, senior vice president of member solutions
"Many of the updates we've recently made to keep florists' sites fresh and full of features are all helpful during the current crisis. First off, we've made it easy to **update pop-up and homepage slider messaging on the websites.** This allows a florist to seamlessly bring awareness to shoppers that the business is still open and **taking online orders for contactless delivery.** We've also updated fr**ont page inventory to reflect product availability**. In addition to our website updates, we have two other programs that are very important

- eBiz Marketing: This program, in partnership with Yext, **manages the accuracy of a shop's information on a variety of online listings** to positively impact search, as well as updates the

Google My Business listing. This is so important because accurate listings can improve a shop's placement in search results and builds confidence with consumers that the business is credible and legit.

- Email Marketing: FTD offers email marketing on behalf of the florists as a service. We are seeing **huge boosts to online traffic and retention of customers by increasing the number of email sends** and using it as a way to keep connected with customers, share information about the business and the products available."

Gravity Free
Scott Heaps, owner
"From the moment the first shop closed in California, we made it a priority to **develop communication features to advise of status and availability to reassure customers** and maximize sales with added flexibility to schedule delivery.

• We **emphasized safety** by adding a tool to allow florists to offer no-**contact delivery and curbside pickup**, both as optional and mandatory services.

• We created an **E-gift card module** so florists in communities that were shut down could still offer a service for customers that generates revenue.

• We added flexibility to delivery in two critical ways:

1. **Limit to number of orders per day**, so if the limit were reached during the night for a busy holiday, the website would cutoff delivery and not strain their inventory or drivers.
2. Flex Delivery which allowed florists to **better manage heavy delivery times** by telling consumers that they couldn't pick a specific date, but a set of days for delivery."

GotFlowers?
Sundaram Natarajan, CEO
"In view of unpredictability with store hours, availability of flowers, and supplies, we provide **schedule-driven website controls** that allow the florist to make quick changes based on a start date and an end date. Through simple clicks, a florist can:

- **Disable certain delivery areas** by schedule.
- **Manage product availability** based on a future date.
- Use **real-time product inventory** to prevent selling more than what's available.
- Set **pickup and delivery time slots** by date range.
- **Automate more tasks to improve operational efficiency** especially with limited staff.
- **Communicate effectively with customers via messages, special "announcement" sections on the website.**
- **Set holiday rules with special pricing, fees and promotions.**

Lovingly
Joe Vega, co-founder of Lovingly

"We launched the following three features to help florists through the COVID-19 pandemic:

- 'Gift Now, Deliver Later' ensures our florist partners have a profitable holiday even while dealing with COVID-19 restrictions, allowing them to **accept online orders without the expectation for immediate delivery.** This comes in particularly handy if the government has forced them to temporarily close their doors, or even if they're still open but operating with limited inventory. Once a customer purchases an arrangement using 'Gift Now, Deliver Later,' the recipient automatically receives a beautifully designed email revealing their card message and a photo of their anticipated arrangement. When the florist is open or fully stocked again, they deliver the arrangement.
- **'Support Your Florist'** and '**Tip Your Delivery Driver' Add-Ons**: Customers can show their support and help offset the challenges small businesses are facing due to the COVID-19 crisis. Every penny goes 100 percent to the florist.
- **No-Contact Delivery**: Allows delivery drivers to simply scan a QR code, notifying the recipient that they've received a delivery, alerting the sender that their gift has been delivered, and automatically marketing the order delivered.

Teleflora
Katherine Kerr, chief financial officer
"With an eFlorist website, florists will always have the flexibility to ta**ilor their website to their specific business needs**. Our eFlorist team at Teleflora worked with our florist partners during COVID-19 to help them leverage our existing functionality and features, including:
- **Customizing modals, banners, and messages to alert customers** of updated delivery capabilities and availability based on city or state restrictions
- **Easily communicating product unavailability and deactivating product options** on the website to streamline merchandising based on their limited floral assortments
- **Designing and distributing new banners** promoting no-contact delivery options to ensure the safety of the florists and consumers."