

GROW SALES WITH VIP SERVICE

> Our flowers are sourced from farms that grow sustainably and expertly arranged by a team of skilled designers. That certainly is part of the reason why our network of shops in South Florida has seen success. But what really sets us apart — and what keeps our customers coming back again and again — is our white glove customer service.

We place a lot of emphasis on treating every one of our customers like VIPs. And for good reason, too — it generates referrals, five-star online reviews, and loyal customers who spend more often, and often spend more.

Here are the top strategies we use to ensure we are giving the best customer service.

Own the Order

There is nothing more frustrating than calling a business to place an order or get help, and getting transferred from person to person. To provide good cus-

tomers service, we put a lot of emphasis with our staff on owning the order. In our shops, we don't have one person take the order and pass it along. We don't transfer customers. We tell everyone to own their customer. If an employee picks up the phone, they own that customer and their job is to make sure they have a great customer experience and help them through the entire process.

Communicate with Pictures

There's a reason our business has more than 3,000 Google reviews and a 4.9 star rating. We use software I developed to send a picture of every arrangement to the customer before it leaves the shop. This gives us the opportunity to make sure the customer is happy before the arrangement is delivered, and it also directs them to leave a review, which is great for our online marketing. But it's the ability to see a picture of the arrangement that our customers have come

to love. In about half of our reviews, customers mention how much they liked receiving the photo. It's become a standard of service that our customers expect. In fact, whenever they don't get a picture because of a glitch, they call and ask for it. If customers love something you are doing that much, they'll come back to you over and over again for that type of service.

Adapt for Corporate Accounts

To really service your corporate accounts, you have to think like a corporation. For many large businesses — and I've experienced this myself — working with small vendors is not easy. How can you make doing business with you easier for them? We set up all of our business customers with an account, and bill them monthly. They like that. If they get a bill for every transaction, it can get cumbersome for their accounting department — and you don't want the accounting department to be annoyed with your business. They can be your friend or your enemy, so ask them what they prefer in terms of how often they want to be billed, how they want to be billed, etc.

Make It Right

As much as we strive to deliver expertly arranged flowers that were just what the customer ordered, mistakes happen. Our policy is to solve every issue. When a customer calls with a complaint, we give them three options. We tell them we can replace the order, issue a refund, or refund *and* replace order. Believe it or not, most people are pretty honest and just want a replacement. They aren't looking to take advantage of the mistake — they just want what they ordered. The offer to refund and replace the order sends a clear message, though, about our commitment to make them happy. 🌿

Danny Sanchez is CEO of South Florals, a network of luxury floral shops in South Florida.



PICTURE PERFECT A South Florals employee snaps a picture of an arrangement before it heads out for delivery. That is one of many things the company does to provide top-tier customer service.