

Delivery Made Simple

A Course in Management

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Professional Certified Florists' Program

PUBLISHED BY
Texas State Florists' Association
PO Box 170760; Austin TX 78717
For Information: 512.834.0361

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PO Box 170760
Austin, Texas 78717
United States of America

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Revised 12/01, 04/07, 07/13

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Delivery Made Simple

Course Outline

- I. Introduction
- II. Taking the Order for Delivery
- III. Delivery Personnel
- IV. Organization
- V. Types of Deliveries
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- VII. Insuring Delivery Satisfaction

I. INTRODUCTION

In today's 24-hour, self-service society, few customer-oriented personalized services remain. Delivery is a service that is almost extinct in retailing, and is the ONE commodity we as retail florists have to keep customers coming to us.

When a customer calls UPS, utility companies, or repair services, they must be available for that service at the convenience of the service provider, yet florists often must deliver at the time and to the location specified, by the customer. Retail flower shops, small and large, are unique because personalized services, especially delivery, are most important as selling tools in our shops.

If we are to continue our type of personalized delivery service, there are certain areas, which need to be updated or modified to meet the demands of a changing business world. This text covers and looks at those areas and discusses considerations for various delivery circumstances.

II. TAKING THE ORDER FOR DELIVERY

A salesperson who takes the original order is one of the most important people in the delivery chain. Complete and accurate delivery information on an order invoice is as essential as billing and design instructions.

If a delivery problem stems from the salesperson, it is usually a result of illegible information or mistakes pertaining to delivery time, location, or incomplete information. Some retail florists require their salespeople to print all invoice information and to type all enclosure cards and envelopes. Others suggest that this policy destroys the "personal" touch we strive so hard to maintain. Possibly, this is an area in which we need to always evaluate our personnel and make individual decisions accordingly, always mindful that we need to re-evaluate this situation if continual delivery problems seem to stem from this area.

III. DELIVERY PERSONNEL

The selection of the delivery personnel is perhaps the first consideration.

It is suggested that part-timers be considered rather than full-timers, as the part-timers will not suffer "burnout" nearly as fast. It is a known fact that when an employee becomes dissatisfied or is stressed out, they are not nearly as efficient or effective.

Part-timers will offer a considerable amount of flexibility and in most cases, will exhibit more enthusiasm and work spirit. They are able to work longer hours at the holiday or prime seasons, as well as be a stand-in for a co-worker who might wish to have a day off or is out of work for other reasons.

PRE-EMPLOYMENT SCREENING

Most retail florist are very trusting people. They take a job applicant at face value, believing every thing the applicant tells them.

In the floral industry, pre-employment screening is unheard of. Possibly the applicant is asked to fill out some form of "application" and, after that, perhaps a few questions, maybe a phone call for reference, and POOF, we have a new employee.

Your delivery personnel are KEY. They are the image of your shop and of yourself. They hold very trusting and responsible positions as they are going to be entering the homes and offices of your customers. Delivery Personnel must be above reproach.

A new legal doctrine gives added reasons to practice pre-employment screening. You could be found guilty of "negligent hiring."

Let's suppose you hire someone without checking up on them. They are sent out on delivery, have an accident, and are found to have been intoxicated while driving. After you get the police report, you discover that your "driver" did not even have a license, as it was suspended for DWI. Subsequent actions committed during working hours, in your employ, could result in liability for you and your shop. You could be found guilty of "negligent hiring."

Each state has a central office that maintains the driving records of individuals. These records are now easily available to employers who are pre-screening potential employees. The average fee is about \$3.00, which is a very small amount when you stop to consider the information you can obtain from this record.

The report is called a "MVR", which is short for Motor Vehicle Report. Some of the information you will receive is as follows:

- Full Name
- Date of Birth
- Address (at the time the license was issued)
- Type of license issued, and restrictions
- Violations of traffic and safety laws
- Suspended, revoked or lapsed license
- Objective information as to the type of driver the applicant has been in the past.

The identification section of the "MVR" is useful in other ways as well. It provides an easy and very inexpensive method to verify vital personal data which the prospective employee has put on the pre-employment application.

TRAINING

As with any employee, proper training of the delivery personnel is perhaps more essential than most other positions.

The following are recommendations for the proper training of your "Delivery Engineer."

1. Employee should read the Driver Training Manual. This volume would include information such as:
 - a. Dress Code
 - b. Care & Handling of the product during delivery
 - c. Guidelines on returning delivery damaged product to be repaired.
 - d. Attitude
 - e. Detailed explanations as to the system that is utilized to process the orders and how they are routed for delivery.
 - f. Accident procedures
2. The "Delivery Engineer" then goes through an on-the-job training program, lasting one to several weeks, depending on the prior knowledge of the city the new employee possesses.

It is suggested that the owner or the manager of the shop be the trainer - NOT ANOTHER delivery person.

For the first few days, the trainee would ride shotgun, observing how deliveries are to be properly handled.

This would include:

- a. How deliveries are to be routed
- b. Travel Speed
- c. Braking
- d. Parking
- e. Dealing with local weather conditions
- f. RELATING TO CUSTOMERS
- g. Meeting hospital and funeral home personnel
- h. Maintenance of vehicle and keeping the maintenance log.

Between the stops, the trainer and the trainee discuss the true to life lessons which they are experiencing as they travel.

When the trainer is comfortable with the progress the trainee is making, the roles could be reversed, and the trainee takes the wheel, and the trainer rides shotgun.

The next area is most important. As situations occur the trainer offers suggestions, NOT CRITICISMS on how the trainee's performance can be improved.

"This is one of the busiest streets in town, this time of day. I might suggest that you consider taking this alternate route..."

"That design looked like it could have used a little more water..."

"I might suggest that next time you park a little farther back from the entrance to the hospital so we do not interfere with the ramp for the handicap."

IV. ORGANIZATION

With any delivery program or system today, one word describes the total philosophies regarding delivery of floral products and that word is ORGANIZATION.

Today, delivery should be considered to be part of your marketing program, as an efficient, courteous and caring delivery person can easily be a source of new customers.

This person can insure a positive experience for the recipient. He/She should have some knowledge of the plants and flowers, be able to provide care and handling information, and hand the envelope and care tag to the recipient when the flowers are presented.

As a "marketer", the delivery person could also provide the recipient with a business card that offers a free flower when they visit the shop, or a discount on their first purchase. Perhaps a small map on the back of the card would make it easier for them to locate your shop.

Why not follow-up the following day by phoning the recipient to see if everything was satisfactory with the delivery and if they were pleased with their gift. (Sympathy deliveries would be the exception to this suggestion). This is a super marketing tool, as the recipient may not be a current customer and could be impressed with your caring.

ORGANIZING ROUTES FOR DELIVERY

Depending on your delivery area, you may consider organizing specific runs or departure times.

The following is merely a suggestion for your consideration:

From 12-2 pm, the "Timed Deliveries" are made. That would include those deliveries for offices, schools, funerals, or other deliveries which must be made at a specific or given time.

2-4 PM, the residential deliveries could be made and the hospitals would be last, between 4-6PM. This would meet with most hospital schedules, especially for morning chores.

Your delivery area could be divided into geographic zones or routes. A large area map, showing the zones to which you deliver would be a necessity, as you could mark off the boundary lines of each zone with "map tape" or a magic marker for easy identification.

It is suggested that each "run" be kept small, with only eight to ten deliveries per vehicle. The advantage of this is that it makes each trip manageable and the delivery personnel are out one to two hours at a time. However, it is suggested that destination be clustered for maximum fuel and time efficiency.

DELIVERY TOOLS

Provide each vehicle and "Delivery Engineer" with an area map of the zone to which the "Engineer" is delivering. This map should be covered on both sides with flexible plastic & masking tape on the sides to hold it together. With a grease pencil, all deliveries are marked on the map and all "timed" deliveries could be circled for quick reference.

At the end of the run, all marks are erased, and new ones added for the next run. For a very small investment of under \$10, this will save a tremendous amount of time, as well as increase productivity and efficiency.

A good city or area map, a local telephone book, a pencil and note paper, door tag forms for attempted deliveries and some appropriate "repair" equipment for shattered mums, bent necks, etc., are all delivery tools that should be standard equipment in each delivery vehicle. A maintenance log should be kept in each vehicle and should be kept up-to-date by the driver. A sample form is included in this text. A copy of your delivery policies should also be kept in the vehicle. See Appendix I.

THE VEHICLE

With the small number of deliveries on each run, smaller less expensive vehicles could be used. A larger van or truck should be on hand, or could be rented for special occasions.

THE SHOP AMBASSADORS

In many cases, the "Delivery Engineer" is the first and only person many customers and potential customers ever see from your shop. The impression he or she makes should be as positive and as strong as possible.

It is suggested that delivery personnel be included on all in-shop training, or be encouraged to attend design shows, or schools, strictly for the information which could be gained. It is wonderful when your delivery personnel can point out some of the names, or design styles of the flowers they are presenting to the recipients.

A newer employee who cannot answer the customer's question should apologize, "I'm sorry, I am just learning about the flowers, however, if you would kindly call Helen or Bill at the shop, they would be happy to speak with you." A business card would also be a great tool for the delivery personnel to have on them at all times.

Encourage your delivery personnel to extend greetings to customers, when the occasion is suitable. "Happy Birthday, Mrs. Jones," "Good Morning, I have a beautiful bouquet of fresh flowers for Mrs. Swift."

Delivery personnel do not have a second chance to make a good first impression. Ask yourself, what was the impression they made on you when you first met them? Perhaps this will be the same impression your customers will receive.

Your Delivery Engineer does not have to be Mr. or Mrs. All-America, but they MUST be neat and clean. It is strongly recommended that all delivery personnel wear uniforms. This little touch adds professionalism, quality, and clearly identifies your business. Having the individuals name on his/her shirt is a very important touch — it also helps with self-esteem.

DELIVERY CHARGES

There is not a retail florist in business today that is not concerned with the delivery of the product and the costs involved. If this service is handled poorly, delivery can impact your profitability negatively.

We cannot be compared to Federal Express. They deal in volume and the number of packages carried on each trip, dividing the overall costs between the actual numbers. The local courier service charges anywhere from \$5.00 to \$12.00 to carry a parcel from one side of town to the other.

ACTUAL COSTS

Exactly what does it cost to deliver a floral order?

There are perhaps as many variables as there are names of flowers. The size of the vehicle, salary for the delivery staff, the number of deliveries that can be made in a day's time, to name a few.

There are four critical elements to understanding how delivery charges should be based.

1. DETERMINE THE AVERAGE NUMBER OF MILES BETWEEN YOUR DELIVERIES.

In the floral industry, mileage between trips will vary greatly. Organize delivery runs to eliminate criss-crossing the city. The average mileage for most florists today is approximately four miles, one way.

2. CALCULATE THE NUMBER OF DELIVERIES PER DAY, AND THEN, PER YEAR.

With all of the "extra's" your delivery person will be responsible for, getting lunches, banking, stopping at the wholesale, getting gas, etc. You can figure six good hours of delivery a day or 24 deliveries. At five days a week, that's 6,240 per year. (We fully realize the average retail florist today delivers more than 6,240 per year.)

3. LIST THE AMOUNT YOU SPENT TO PURCHASE THE VEHICLE, AS WELL AS THE MAINTENANCE COSTS.

Let's say your vehicle costs \$10,000, financed at 12% for four years. Your cost of capital would be \$263 a month or \$3,160 a year.

With 6,240 deliveries a year, that breaks down to \$.51 cents per delivery in capital costs alone.

In fuel, currently, we can figure on an average of \$2.75 a gallon and 15 miles to the gallon or \$.18 a mile or .72 cents for a four mile trip. IF WE INCLUDE REGULAR AS WELL AS UNEXPECTED MAINTENANCE ON THE VEHICLE, that's another \$.70 cents for delivery.

4. INCLUDE THE SALARY AND BENEFITS OF THE DELIVERY STAFF.

Take your average delivery personnel's salary, including taxes, insurance and other costs and benefits, divide by an 8 hour day, and that figure is your employee costs per day. Now, divide the number of average deliveries a day to determine your actual costs per delivery.

This information will give you a general idea of your actual costs.

Based on current statistics, the following averages can be considered to be accurate.

The major factor in true delivery costs is the number of deliveries you can make in a day's time. In a normal day, an average retail florist, can figure that at four miles per average delivery, the actual driving time to make that delivery will be approximately ten minutes and with another five or so minutes to physically take the delivery to the door and that adds up to four deliveries an hour.

Now, deduct the time it takes to load the vehicle and normal "down" time and the realistic figure now becomes an average of twenty-four deliveries per day.

It is critical in today's economy that we charge enough to cover our costs. A minimum of \$4.00 is recommended, and higher in some areas depending on your market.

On incoming wire service orders, did you realize that you lose 27% of the delivery charge?

In order to determine your actual delivery charge, determine the percentage of the deliveries that are incoming wires and your current charge is \$3.50, your actual income is \$3.40 ($\$3.50 \times .97 = \3.395). The national average for incoming wires is 15%, therefore your average is reduced to \$3.35 ($\$3.50 \times .955 = \3.3425).

At \$3.50 per delivery, based on the above statistics, you should not lose money. If you wish to make money on delivery, then your delivery charges should be \$4.00 or higher.

DELIVERY ZONES

It is a known fact that it costs more to make a delivery, which is ten miles from the shop than one which is two miles away. Above, we suggested that the average distance per delivery is four miles.

Realizing that in many cases, we do not just make one delivery per trip, there could be as many as five, which means that you would NOT have 10 miles (there and back) per delivery.

An example would be if you went five miles to make your first drop, then drove an additional mile for each of the remaining four deliveries, and returned five miles to the shop- that would total 14 miles for five deliveries in a little less than 3 miles per stop.

With this in mind, it is strongly suggested that delivery zones be established.

WHERE DO WE BEGIN?

Purchase a large area map -wall type. Locate your shop as the starting point. Begin drawing concentric circles for every mile out from your shop, up to 15. (Consult the index on your map to determine how many inches equals one mile).

Purchase colored "Map Pins" from your local office supply store. Select one color pin (red) and place a pin on each point on the map to which a locally generated delivery is made. A blue pin could be used for incoming wire service orders. Keep this process in progress for at least one month, as you will begin to see a pattern for your deliveries developing.

You will probably notice that 90% of all deliveries will fall within a certain distance from the store. That "zone" then becomes your "standard" delivery zone.

To determine the average number of miles, per delivery will take some calculations and the assistance of your delivery staff.

For several days, your driver should make one or two runs a day with ONLY orders destined for locations within your "standard" zone. On each trip out, have the driver record the total number of deliveries, as well as the total number of miles driven.

After ten of these runs, add all of the deliveries made, as well as the miles driven. Divide the total number of miles driven by the deliveries made and this will provide the average mileage for deliveries in your "standard" zone.

Repeat the above exercise to determine the same information for all zones in your delivery area.

ADDITIONAL DELIVERY SERVICES

If Domino's can do it, why can't we?

GUARANTEED one hour delivery is a relatively new service, which can make a difference in your marketing approach.

There are several ways this service can be instituted, however, we will address only two.

The first criteria is to have ample delivery staff and vehicles. Only one to two full-time people are needed, plus several "on-call" or part-timers are utilized who have their own vans or suitable vehicles.

The "on-call" staff would be paid per package, and based on a \$4.00 delivery fee, could range from \$2.50-\$3.00 per delivery, depending on the destination.

Your own in-house delivery staff and vehicles would handle all hospital and funeral home deliveries, allowing the part-timers to handle all of the "rush" deliveries.

FEEES

There are two methods by which fees could be charged. One is to charge an additional "rush" fee, and the other would be to charge NO ADDITIONAL charges. Yes, most customers would take advantage of the one-hour delivery time. The advantages of this method is that as the customer becomes accustomed to this level of service, they see the difference, they like it, and most of all, they become more of a devoted customer. You are offering a service NO ONE ELSE in your area offers. You are unique. The "NO ADDITIONAL CHARGE" becomes a focal point of your marketing campaign.

GEOGRAPHICAL CONSIDERATIONS

The driving time between your shop and the major sections in your delivery zones would be the first consideration. Is it even theoretically possible to make a delivery in less than an hour? This is where the "zones" will come in handy. There could be a different charge, as well as time frames for the various areas or zones.

PROMOTIONS

Every "RUSH" order carries a "RUSH" delivery tag. The recipients see this, and perhaps will call you when they need flowers delivered. All statements should have a "stuffer" detailing the service and all advertisements would also carry the message. It is most important that this quality service be publicized, emphasized and SOLD to the public.

WORKROOM CONCERNS

Have you ever noticed that when you go into McDonald's and order a burger that this burger is already on the grill, or is sitting under infrared lights waiting for you?

We can practice the same strategy. Arrangements, plants, etc., should be ready and waiting. The sales staff should be trained to sell what is in stock and ready — and this is an easy job.

Custom orders are no problem, as a design or plant can be prepared on the spot, or something already completed can be enhanced to meet the specific needs or requirements of the customer.

One of the secrets to the success of the program is volume. The larger the volume of arrangements and plants which go out, the larger the selection of products which can be produced ahead of time.

HOW IT WORKS

The order is taken, transferred to the designers who select the design, the bankcard is processed, the enclosure card written, and now, the flowers are ready to be delivered, with delivery completed, all within an hour. "Delivery within an hour" is a great concept, but one that should not be taken lightly. DO NOT promise your customer something that you can not accomplish or live-up-to. Perhaps, if you are interested in trying this system, you should begin with a "90" minute guaranteed delivery. Make this work, and then move to "60" minutes.

GIVING THE CUSTOMER AN OPTION

There are two methods of "express" delivery. One would be delivery within an hour after the order is placed and the other is what we refer to as "timed" deliveries. They are those deliveries that must be there by a specific time, or at a certain time. This method is easier to handle, manage and control. It is a special service and one that should be priced at a premium. Your market will determine the feasibility of express or rush delivery.

CERTIFIED DELIVERY

How many times has the customer called to inquire whether "Aunt Mary's flowers were actually delivered or not." What guarantee do your local customer have that their flowers were actually delivered, especially if they never received a thank you note?

Provide a "Certified Delivery" option. This will remove any question or doubt on the part of the customer.

The delivery person simply records on a small pre-printed post card, the date, time, and the name of the person who signed for the flowers. The card is then returned to the shop at the end of the run and then mailed to the sender.

The following is a suggested format:

Dear _____:

Thank you for placing your recent order with The Florist, for _____

Your delivery was completed on _____ at _____ o'clock and was signed for by _____

We appreciate the opportunity to be of service today and look forward to hearing from you in the future.

A small additional fee for this service could be charged. OR it too could be a tremendous marketing tool to promote and increase business.

Creating sales from service does not always take a large amount of cash, but it can require some additional time. Perhaps one person could be assigned to handle your service and communication element. When you begin to see the added business and benefits the outstanding communication and service will bring to your shop, it will make all of the extra work worthwhile.

AREAS TO CHECK WITH REGARD TO PROPER DELIVERY

1. Has the product been designed to insure delivery without mishap?
2. Is the delivery tag legible and does it contain all necessary information?
3. Have “add water daily” or care tags been attached when needed?
4. Is the delivery scheduled for the appropriate time?
5. Is there a current list of funeral services, times and locations?

TWO-WAY COMMUNICATION

In today's business world, it is imperative that the delivery personnel be connected to the shop via cellular phones. The use of this modern convenience can actually save in delivery costs by providing immediate contact with the shop and or customer when a problem arises. Delivery personnel can be assisted when lost or when verification of address is needed. If you need something picked up, you can't beat this method of communication for precise information being transmitted.

Whether you have it or not, you are already paying for a cellular phone. Based on a vehicle averaging 10,000 miles annually, data illustrates that if you eliminate three to ten miles of travel time a day by use of the phone, the unit will begin to pay for itself.

V. TYPES OF DELIVERIES

FUNERAL HOMES: Copies of the obituary notices from the morning paper should be kept near your telephone. Use a highlighter to emphasize the time of the services etc., for quick and easy reference.

It should be standard procedure to verify all funerals with the funeral homes, making a note of the times that flowers will need to be at their destination. This will automatically insure a good delivery. Remember, not all services are held at the funeral home, therefore additional travel time may be necessary.

As a matter of proper etiquette, when calling the funeral home, ALWAYS, identify yourself as "Mary", with XYZ Florist, then request the times and location of the service.

The delivery personnel, at the time of hire, should be made aware of proper delivery procedures for funeral homes. This would include the proper doors to use, the procedure to follow should he/she deliver during a service, volume of truck radio, etc.

HOSPITAL: Always include the patients' full name on the order form and delivery envelope. Female patients are ALWAYS listed by their given names rather than their husbands' names. Your sales staff should ALWAYS phone the hospital's information desk to obtain the correct room number. This will aid in eliminating "gone home" "ICU's, etc.

Be certain the delivery personnel is aware of the rules and regulations of each hospital you service — parking, the proper entrance to use, the proper place to leave the flowers should they not be allowed to personally deliver to the floors, etc. That is just good business!

OFFICE BUILDINGS AND MULTIPLE HOUSING DELIVERIES: A complete delivery address is essential. This includes an apartment number or office number, company name, street address, and a telephone number in the event a problem arises. It is well to note that office deliveries have closing hours and some employees leave early. Therefore, it is advisable to look for times among office building deliveries.

It is suggested that the sales people ask the sender to designate a place where the flowers could be left in case there is no one there to receive them. The delivery personnel should know the delivery policies of as many companies as possible. It would be good public relations for the delivery person on occasion, to present complimentary flowers to the receptionist who accepts deliveries.

SINGLE FAMILY DWELLING DELIVERIES: Flowers are in a class all their own, and should always be delivered to the front door. They do not fall under "general deliveries". Flowers are the one commodity which is an exception to the rule: "Deliveries are made only to the rear." A good rule is: Flowers are always delivered to the door with the mailbox.

When the recipient is not home, and the flowers are left elsewhere, a tag should be left advising where the flowers have been taken. Tags can be purchased at your local wholesaler or you can design one that includes your logo and represents your individuality.

There are several ways to "reward" a neighbor who accepts a delivery. Some florists give coupons that encourage a shop visit. Example:

Date: _____

To thank you for accepting this delivery, and for being such a good neighbor, please accept this coupon for 20% off your next purchase at _____.

Bring this coupon with you when you visit our shop

Thank You!

Your logo _____

Address _____

Phone _____

(Expires 45 days from above date. Not valid on wire service orders)

RURAL OR LONG DELIVERIES: When orders which require a long delivery are received from a local customer or from a wire service, it could be more practical, as well as more profitable, for you to transfer the order to a florist closer to the delivery address. In terms of profit ratio, it is more costly to run a single delivery to a given area than to transfer it. It is imperative to obtain a telephone number of the recipient at the time of the sale and to call the recipient before leaving the shop. This will be a great help in locating RFD or rural deliveries, or unknown or new streets. It is also helpful if the delivery presents a problem or the recipient is not at home.

DELIVERY POOLS: Although use of a delivery pool is not feasible for a large percentage of retail florists, we need to make mention of the advantages of this type of delivery plan for businesses that serve large metropolitan areas.

Some delivery pools are co-ops owned by the participants. Others are owned by a single company, perhaps a wholesaler or retailer. There is usually a membership charge for joining a pool service.

The premise on which this type of delivery is founded is to offer better service at reduced expense using professionally trained people to handle the merchandise. If there is a delivery pool that services your area it would certainly be advisable to at least sample and evaluate its service and costs against your own.

VI. DELIVERY CHECK-IN

When the delivery personnel returns to the shop, always have him/her "clock" check in times on all invoices. This will give you a record of how long it took to complete the run.

If they return any deliveries to the shop, they should fill out the report form and turn it in to the proper person to distribute information, indicating the reasons for non-delivery. Recording delivery times "pit" and "in" will aid you in the follow up and make a good second delivery possible. A sample form is included at the conclusion of the text.

VII. INSURING DELIVERY SATISFACTION

Since customer satisfaction is our ultimate goal, we should consider the following suggestions:

1. Establish goals with your employees, so they are aware of the reasons for early cut-off and the cost cutting methods you wish to put into action.
2. Take the opportunity of sending a stuffer explaining how delivery is affected during a holiday time. It should express your wish to help your charge customer, who is your faithful patron, to get their holiday order delivered on time.
3. At holidays offer incentives for ordering three to four days early.
 - A discount for early delivery
 - No delivery charge or half the normal charge if holiday orders can be delivered 2-3 days early
 - Order early and get a special discount or gift
4. Place in your media advertising a notation stating the reasons for early delivery. This will keep your customers informed and help them understand your problems.

5. Close deliveries earlier. This requires careful planning with earlier cut-off.
6. Sell pre-made items, for easier and more timely deliveries. Pre-made deliveries give you an opportunity to skip at least four handlings between the time the order is taken and the time it is delivered. It insures a speedy method of taking care of the delivery. It also insures that the maximum number of deliveries will be loaded on the van at any given time without waiting for the designers to finish the orders. When a customer becomes dissatisfied their goodwill can be restored if you act immediately on their complaint. Use a complaint form which lists all the information required to make the necessary correction. A sample form is included at the conclusion of this text.

Our discussion has centered around a customer service that is considered a prime area of concern in all retail florists. The planning and finances involved in operating this service require considerable time and effort that we may feel could be better spent in other areas of our operation. If managed efficiently it can serve to increase profits and customer satisfaction and enhance our business image.

MAINTENANCE LOG

DATE: _____

VEHICLE: _____

SHOP: _____

TOTAL GAS PER WEEK: _____

MPG: _____

MILES DRIVEN PER WEEK _____

OIL CHECKED: _____ DATE: _____

AIR PRESSURE CHECKED _____ DATE: _____

BRAKE FLUID CHECKED _____ DATE: _____

RADIATOR WATER CHECKED _____ DATE: _____

WINDSHIELD WATER CHECKED _____ DATE: _____

COOLANT LEVEL CHECKED _____ DATE: _____

TRANSMISSION FLUID CHECKED _____ DATE: _____

WASH _____

REPAIRS NEEDED AT THIS TIME: _____

SAMPLE
CUSTOMER COMPLAINT FORM

Date: _____

Original Order No. _____

Name of Person Who Took This Order: _____

Approximate Time: _____

Ordered by: _____

Phone: _____

PROBLEM: _____

Delivered by: _____

Contacted: _____

Being Checked in: _____

Replacement Order No. _____

Adjustment: _____

Original item picked up by: _____

Date: _____