

Low f2f service fee means **more** flowers!

We now have a higher number of f2f members in the UK than ever before. As you all know, we value all of our customers and are committed to providing the best possible service for you. More and more of our customers are moving to our broadband technology which is great news as this service is the least expensive, most efficient way for us to process your order.

PLEASE BE AWARE fax and phone service will definitely **increase in the future**. The service fee will probably go up to £3.95 for fax and phone. As you know f2f does not charge monthly fees or annual fees and the service fee is paid by the customer—making the service free to you the florist. However, in the interests of customer value we recommend all florists consider the benefits of broadband.

Broadband benefits:

It is cheaper! Just £3.00 per national relay

Instant order confirmation (no fax confirmations required)

Instant security numbers (no security number faxes & phone calls)

Onscreen Accept / Reject of orders—no phoning to f2f HQ

**Broadband saves you time, us time and gives
your customer larger fuller bouquets!**

Have your own website developed by f2f for only £250



www.frintonflowers.co.uk

Don't forget our great website offer if you are thinking of having a website developed for your shop. We can offer a great looking, simple website for a one off £250 fee. This represents one of the best value web packages on the market, and from a name you trust.

Call the office for further details.



florist2florist

Connecting Florists Worldwide

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1st Oct 2007

It's our Birthday!

florist2florist is 5 years old this month



Well, it's been a roller coaster of a 5 years. We have seen huge changes in the florist industry and the relay market in particular since we opened our doors for business in 2002. The growth of the internet as a method of order sending has been enormous, we've seen the major national retailers such as Tesco and Next become involved in the flower market to a degree we have never before known and the change in consumers' shopping habits from the high street to open all hours out of town centres has meant that many florists have had to adapt and diversify their business to survive. Fortunately our customers have been able to rise to the challenge and continue providing excellent service and quality floristry to old and new customers alike.

Here at f2f we have also seen lots of changes as we have developed and evolved our service to adapt to your changing needs as time has moved on. We began with a software only service which ran on a dedicated PC, then grew to provide software which could be loaded onto your own shop computer to run on broadband; we introduced the hugely popular fax and phone service and most recently we have introduced our great new website for general public orders, direct2florist.

Our aim at f2f is provide the best of technology to allow you to manage your relay business with maximum profit and minimum fuss, and we can only do that by constantly evolving what we do to make sure we stay with the times and don't fall by the wayside.

We are very excited about some new developments we have in the pipeline for you to be rolled out for you in the very near future!

The full details are all top secret at the moment but read on to get a few clues about what might be on the way.....

f2f opening times 9-5pm Mon/Fri

10/2pm on Sat

Got an order for New Zealand? No problem.



Great news on the international front, we now have a new direct2florist member in Auckland, NZ. Jo-Ann at Best Blooms has been with us for a couple of weeks, and received 3 orders in her first week alone from UK customers. Check out her listing on www.direct2florist.com for some more info. Jo-ann says of direct2florist “what a fantastic system, so easy to use we are definitely recommending it in New Zealand”

Shh....Top Secret new technology on the way



We can't reveal too much at the moment but here at f2f HQ we're very excited about our new system, details of which will be winging their way to you shortly.

We have revealed test version to a very small numbers of our members for some “critical feedback”, and from the results we've had so far we think it's safe to say that you will all be pretty excited about the new broadband technology on it's release. More details to follow in next months newsletter.

Hole in one?



Not quite, but visit www.florist2florist.com/golf to see surprise winner!

Floristnews.co.uk

Top florist forum “floristnews” recently ran a thread on direct2florist. Many thanks to all contributors on this thread. Your positive comments really help! You cant beat word of mouth!

To see thread or visit the forum click:

<http://www.floristnews.co.uk/showthread.php?t=1709>



That's right, we want your **GREAT IDEAS** to help us keep florist2florist ahead of the game providing great & low cost service.
Email
jill@florist2florist.com

Thanks to Val at Val's Flower Shop for suggesting a possible new way to offer the delivering florist a little bit more margin. Val has suggested that the sending florist adds an extra £2 charge when taking the customer's order. So, as an example, a customer would spend:

£25 on a bouquet
£2 delivery contribution
£3.50 f2f service fee (or £3 on bband)

£27 would go to the delivering florist. £25 for flowers and £2 as an extra delivery fee to help ensure the order is delivered when it is one of those “tricky” situations. If the delivery was straightforward then the extra £2 would be added to the flower value meaning the customer gets excellent service and value either way.

Let us know what you think about this idea and whether it should be introduced or not.

We are always on the look out for ways to improve and welcome any comments, suggestions and feedback from you all so that we can keep getting better. **Bottle of champagne this month to be awarded to best new idea.**