

1. Will each item have a picture?
  - a. Yes, the majority will. Each item can have up to 10 images on its detail page gallery. Some images of fresh & plant products may be only a representation of the product available, as pictures are not always available from the grower.
2. Where do the plants come from? Are they all from the same grower?
  - a. The item detail page has an area for the vendor to be displayed and the search page can list all items from a vendor. Often when an item is in a promotion or catalog items will be organized by vendor.
3. How often is website updated?
  - a. The site is in a state of constantly having new items.
4. Will I be notified somehow if something is out of stock?
  - a. On some items yes. Some limited availability items will have the quantity available stocked on the website. Most items will be in more of a “catalog” format indicating an item we have but not tracking actual stock levels.
5. Could there be a substitution option if you happen to be out of stock on an item?
  - a. Alternate/substitute/related items were originally planned for the site. They have been moved to a later phase of the project.
6. If I need more EFM on Saturday, will I be able to look online on Friday night to see what you have left?
  - a. At this time, no. Real-time inventory is something we would like to build into the website. Integrating the different warehouse systems into the webpage is planned for a later release of the website.
7. There should be a separate link for special orders (weddings, funerals, etc) so our sales person knows that these orders may need special treatment.
  - a. Orders have a Reference and Comment field on the Shipping Screen. Reference would be the place to put “Wedding” etc. In the Comments, you could add more detail about the event. Each item also has a comment field you can make notes on. As a time saver, you can save the basic items for different types of events as Favorites so when you do a wedding you can automatically load the basic items you need.
8. Is there an archive link to view past orders up to one year? Could other stores view each other's archive list? This may help when ordering to see where the trends are for holidays, dances, etc.
  - a. All past orders are saved under the user (email address) that submitted the order and can be viewed and reordered. Currently, the orders stay indefinitely. Sharing trend info is a possibility for the future. We could use more feedback as to what exactly would be helpful for you to see.
9. After clicking on a product I like, it would be helpful to see where the product is available (which FDI). This way, it gives me an idea of when I will receive the product.
  - a. This option is planned to go along with adding the real-time inventory to the system. Currently, the product would all ship from your local FDI on the next route (or the future date you set closest to a route date). Exceptions to this would be balloons and some wire service shipping from Des Moines and some baskets shipping from Columbia.

10. A Close Out Specials link would help turn your inventory
  - a. We routinely do have close out specials. These type of items would be found under promotions.
11. I typed "pink vase" in the product search box and it returned no results. There should be a "Search by Color" tab where I can search all pink vases, all yellow vases, etc. This would be very helpful when we take special orders.
  - a. Currently the search tool has six options that can work together by looking for a "string" of characters. "Pink vase" would look for all items with those exact words in the name while "pink" would get more results—bringing back all items with pink in the name. We are looking for feedback on what you want as options in the next version of the website to make your searches easier to find what you want.
12. When flowers are available (season-wise) should be added to the product information for each cut flower and plant. For example, "Lilacs are available from April 15th - May 31st."
  - a. Each item has the ability to have several paragraphs of information (detailed description) about it. Generally, products are not active on the site unless they are available.
13. Can we see all colors of each flower?
  - a. We're still developing the best way to present this. Some items will have an "order specification" that will allow you to denote things like color.
14. I tried typing in the product code for dozen dynasty vases (2910) and it came up with no results.
  - a. FDI has over 20,000 items in its ordering system and converting them will take some time. If items you need are not listed on the site, please let your salesperson know so we can add them.
15. A link to a PDF of care instructions under each plant's product information would be helpful.
  - a. A care and handling section is being planned. Adding a link from the item's detail to its care PDF will be possible.
16. A link for seasonal items, including plants, flowers, balloons and hardgoods would make it easy to find holiday product.
  - a. There is a "Holiday" Menu item under "Categories" that will let you cross reference hardgood and balloon items by holiday. Also, complete holiday catalogs are found in the "Catalogs" section.
17. Can we get a confirmation email when our sales rep has received our order? And when it will be filled?
  - a. Orders will show in your Past Orders immediately. Your salesperson will be able to view them, but currently there is not an email notice to let them know you placed an order. Orders accumulate during the day and at 2PM and 1AM are sent to FDI from the Website. A summary report is sent to sales manager and the orders shows under your customer account in the FDI order system. There is not an automated shipping notice system, but your salesperson should let you know if an item you requested is not available to ship on the date you requested.

18. Can we make same day orders?

- a. Same day orders need to be called in as the website sends orders each day at 2PM and 1AM. An order placed by 2PM lets us get items picked for the following morning's route. Orders that come in after 2PM are not sent until 1AM so they may not make the morning routes as there may not be time to get them added to the routes before departure times. If you have something you need before your next route delivery day, it would be a good idea to note it in the Order Reference/Comment field or to give us a call so special arrangements can be made to get you the item ASAP. Every effort will be made to get the item to you as close to the date you set in the order as possible.

19. Every department in our stores should be added to the Check Out page. Sometimes Bakery, Kitchen and Grocery need items from FDI.

- a. Over 20 departments are being added to each store. You will be able to order for other departments, or you can have them setup their email and they can order for themselves. Multiple people can be setup for a department—only a unique email is required.

20. Can we order ribbon through the website?

- a. Basic/Popular Ribbon is on the site and more is being added as the items get edited and photographed.

21. Can I buy balloons buy the each?

- a. Balloons are going to be listed by the each with a note to buy in increments on items packaged accordingly. The site can monitor items for minimums needed and for proper multiples of an item. A pop-up a message box will appear if it needs to let you know if it needs to adjust the order to meet stocking requirements.

22. Do you think we should hold a webinar to showcase the website so everyone can go through a tutorial together and answer and ask questions at the same time?

- a. A webinar may be a possibility in the future. For right now, we have instructions available for download on the site that covers the basic site functions. We would like feedback on what we can do to make the notes even better. Call us at 800-373-3741 if you need any help.

23. What happens if we leave items in our cart and exit out of the website?

- a. The next time you go on the website the previous items that were left in the cart will still be there. You will get a pop-up notice of items still in the cart. You can click on the cart to view them.

24. Will the website time-out and make me sign back in?

- a. Yes, for security reasons, if the site is unattended for 30 minutes it will log you out. Just sign back in and you can pickup where you left off as the site will save what you had already put in your cart.

25. What happens if I forget my password and get locked out?

- a. The site will lock you out after a large amount of failed password attempts. Please call us at 800-373-3741 to re-set your password and to get password or log-in help.