

FloristWare is always evolving! Every new user brings new ideas for new features. As soon as those features are introduced other users point out ways to make them even better.

The result? FloristWare has a lot of features! Some of them are discussed below. For even more examples please visit the “Examples” section of our website ([www.floristware.com](http://www.floristware.com)).

### Order Taking

**Customer Information:** FloristWare tracks information from every customer to help speed order taking, saving you time and money. It also shows you the customer’s spending patterns so you can be sure to get as much money as possible out of every single customer while never scaring off those who are on a budget.

**Recipient Information:** FloristWare stores multiple addresses for multiple recipients for each customer. Once entered into the system an address never has to be taken again, saving you time and money. You can also see how much the customer usually spends on each recipient, which helps you maximize every sale.

**Delivery HotSpots:** FloristWare will automatically enter the addresses for the areas to which you deliver frequently (local hospitals, funeral homes, etc.) to speed order taking and reduce mistakes.

**Invoicing:** Powerful Accounts Receivable tools automatically generate invoices and/or statements and track payments and can print, fax or e-mail them directly from within the system.

### Productivity

**Order Tracking:** This feature allows you to follow and/or expedite each order as it moves through production, shipping and delivery.

**Delivery Confirmations:** FloristWare can automatically e-mail your customers when their order have been delivered.

**Time Clock:** FloristWare can automatically monitor the hours worked and calculate the wages earned by each employee.

**Messaging System:** This feature allows you to communicate with your staff without giving them access to e-mail.

## Marketing Tools

- Reminder Calls:** FloristWare can store reminders (birthdays, anniversaries, etc.) for customers and then prompts your staff to call, send a postcard or automatically an send e-mail as the date draws near.
- Sales Calls:** FloristWare can prompt your staff to make calls to customers to ask if they would like to place an order. You choose the length of time between calls to avoid upsetting anyone.
- E-Mailing:** FloristWare can also send reminder and/or sales e-mails to your customers. You can also send bulk e-mails to all your customers to promote specials or in advance of holidays.
- Mailing Lists:** FloristWare prints mailing labels (or postcards) so you can send promotional material (brochures, flyers, etc.) to your customers. You can choose the customers based on how often they shop, how much they have spent, average purchase, etc.
- Loyalty Programs:** FloristWare can also run a loyalty program for your customers. They earn points that can be redeemed for free product in the future. This is a great way to promote repeat business.
- AdTracker:** The AdTracker records “where” your customers are coming from and creates reports that help you determine how much you are benefitting from your different advertising efforts such as yellow pages, wire services, etc.
- Fundraising:** This allows you to make money and feel good by turning non-profit organization into your sales force.

## Wires

- Sending Wires:** FloristWare makes sending wires quick and easy. It keeps track of your favorite florists in each city and shows you how much business you have sent them versus what they have sent you. You can also send orders directly to florists and avoid wire services altogether.
- Wire Reports:** FloristWare can generate (and send) the “Report of Orders Filled” for each service and prepare reconciliation reports.

## Reports

FloristWare collects large amounts of data and presents it in over forty different easy-to-understand reports. These reports help you make decisions that will make your operation more profitable. Please see the “Reports” page for more information.