



BloomNet
Carle Place, NY
www.mybloomnet.net

Industry:

Retail

Annual Revenue:

US\$54.59 million

Employees:

120

Oracle Products & Services:

Oracle CRM On Demand
Oracle E-Business Suite

“The depth of our customer relationships is a critical component to the success of our business. Oracle CRM On Demand provided us with centralized access to the comprehensive customer data necessary to deliver the high-quality, high-touch service our florist network members expect, while also enabling us to track and analyze service trends to continue to improve service to our customer base.” – Mark Nance, President, BloomNet

BloomNet Improves Quality of Customer Service with Hosted Customer Relationship Management Solution

BloomNet, a wholly owned subsidiary of 1-800 Flowers.com, is an international floral wire service provider offering products, services and resources to a select network of professional retail florists.

Challenges

- Provide a customer relationship management (CRM) solution that enables the company to meet the unique, business-to-business needs of its floral industry customers
- Improve service by providing customer service representatives (CSRs) with centralized access to detailed information
- Enable virtual call center capabilities that empower the company to build a highly skilled CSR team to serve the company’s unique client base

Solution

- Implemented Oracle CRM On Demand to provide the company with a central repository as well as enterprise visibility for all customer information, including florist names, locations, and account and service request histories
- Provided the Web-based capabilities and online training and monitoring functionality necessary to launch a virtual call center—enabling the company to recruit highly skilled CSRs, regardless of a candidate’s geographic location
- Provided service agents with comprehensive customer data on a single screen, enabling them to provide highly personalized service and assess and resolve issues rapidly and accurately
- Automated tracking of service requests, from ticket opening through to resolution of the reported issue, to ensure agents close out service requests in a timely manner and enable analysis to improve business processes
- Optimized company resources by providing increased visibility into customer service trends, enabling BloomNet to strategically reallocate staff based on the volume and types of service requests it is receiving
- Deployed the hosted solution to 120 users in just 45 days and enabled BloomNet to scale and adapt the system as needs arise
- Integrated the system with the company’s Oracle E-Business Suite Release 12 applications to ensure consistent data
- Facilitated user adoption by providing BloomNet with comprehensive training and online training resources