

DELIVERY

Your Untapped Profit Center





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**Is your delivery operation
a Cost Center or
a Profit Center?**

Takeaways

Things You'll Learn Before You Leave



1

Understanding Key Metrics

The 6 essential KPIs to diagnose the health of your delivery operation



2

Systems for Efficiency

Simple systems that get more deliveries done with less mileage



3

Maximizing Delivery Profits

How to build a dynamic pricing model that ensures every single delivery is profitable



4

Plugging Profit Leaks

Actionable checklists to prevent common, costly errors

Delivery Operations

Why Efficiency Drives Profitability

You don't just deliver flowers; you deliver an experience

Your drivers are your most important brand ambassadors

Efficient delivery builds your reputation and your revenue

Delivery Operations

Why Efficiency Drives Profitability

Stop seeing delivery as a cost center.

See it as a profit driver!

Metrics That Matter

Your Key Performance Indicators (KPIs)

Delivery KPIs to Target

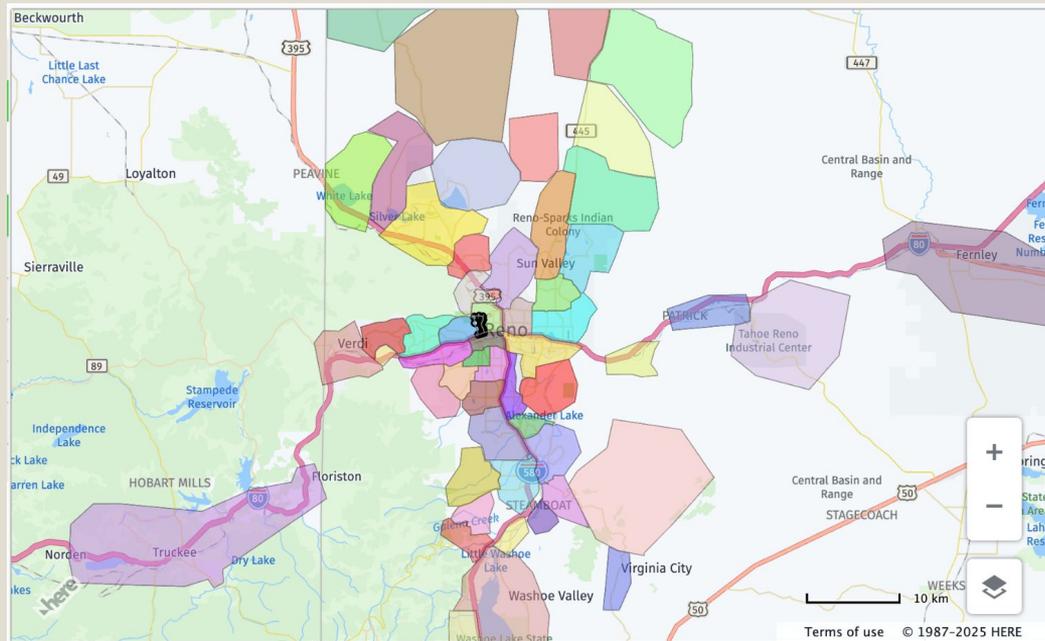
1. Driver Efficiency
2. Average Time Per Stop
3. ETA Compliance Rate
4. Failed Delivery & Re-delivery Rate
5. Customer Reviews
6. Costs & Profit Margin



Working Smarter, Not Harder

Systems for Peak Efficiency

- **Creating Zones**
- **Automatic Routing**
- **GPS Tracking**
- **Limit Pitfalls**



More deliveries, less mileage, happier customers.

Building Trust

The Power of Real-Time Tracking

Minimize Errors: GPS tracking empowers your drivers with real-time records of their excellent service

Provide Proof: Proactively send delivery notifications to the sender with timestamps, photos, and e-signatures

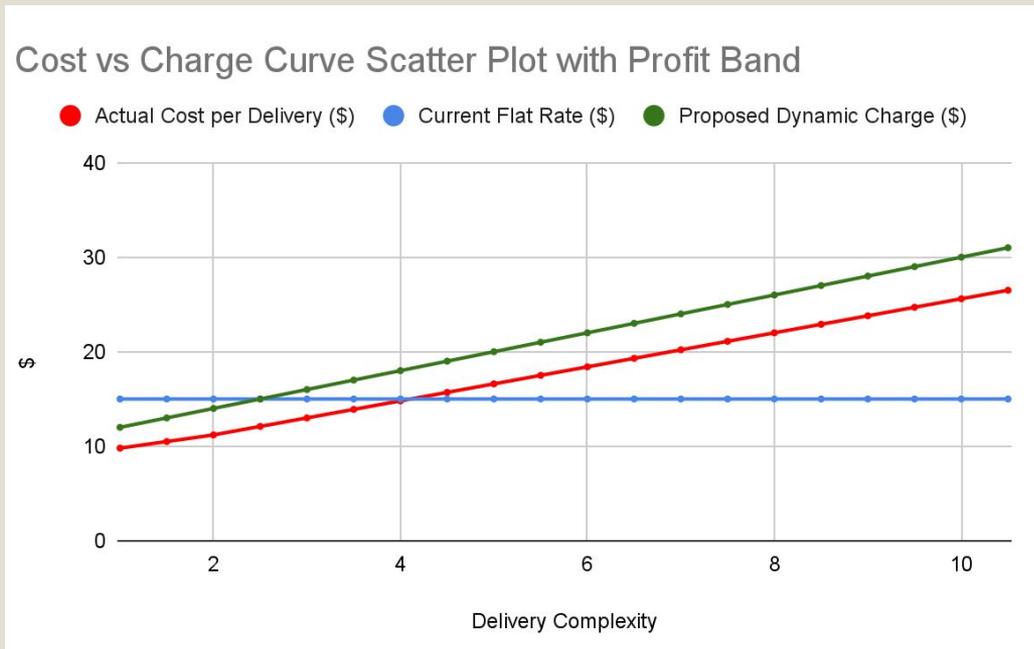
Reduce Inbound Calls: Drastically cut down on *"where's my order?"* phone calls

Positive Interactions = Positive Reviews: High-quality service increases customer satisfaction



Delivery Pricing

Calculating Your Base Rate



True Costs

+

Desired Profit Margin

=

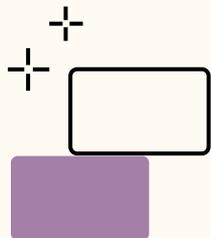
Your Base

Delivery Rate

Align pricing with the actual cost and effort of delivery.

Dynamic Pricing Model

Mileage + Zone + Convenience



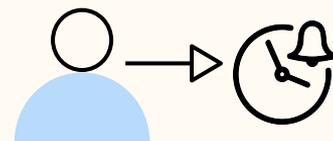
Foundation

Mileage-based
delivery fees



Location

Zone-based
fees



Service

Convenience
fees

The Payoff

Why Dynamic Pricing Wins

		Zone	Mileage	Dynamic
1	Easy To Understand	✗	✓	✓
2	Optimizes Routes	✓	✗	✓
3	Optimized for Profit	✗	✗	✓
4	Requires Tech Platform	✓	✓	✓
5	Accounts for Challenges	✓	✗	✓

Where Profits Leak

Identifying Common Pitfalls

Before Departure

- Not Loading Efficiently
- Incorrect Items Loaded
- Missing Add-Ons
- Arrangement Mix-Ups

Perennial Problems

- Temporary Drivers

On the Road

- GPS Mapping Errors
- Access Barriers
- Repeat Delivery Attempts
- Unauthorized Detours



Plugging the Leaks

Pre-Departure Organization



1

Number Everything

Arrangements, add-ons, cards—if it's part of an order, it gets numbered



2

Group & Zone

Use rolling carts to group completed orders by their delivery zone



3

Check It Off

Drivers always check off items on their trip list before leaving



4

F-I-L-O

Load your delivery vehicle in reverse order, or “first in, last out”

Plugging the Leaks

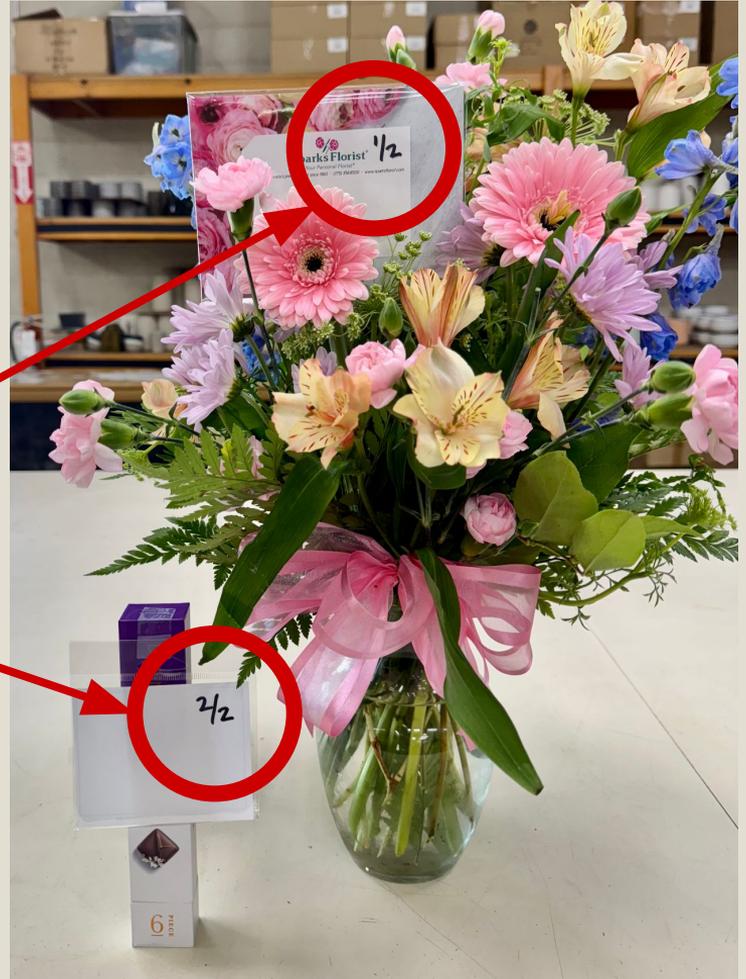
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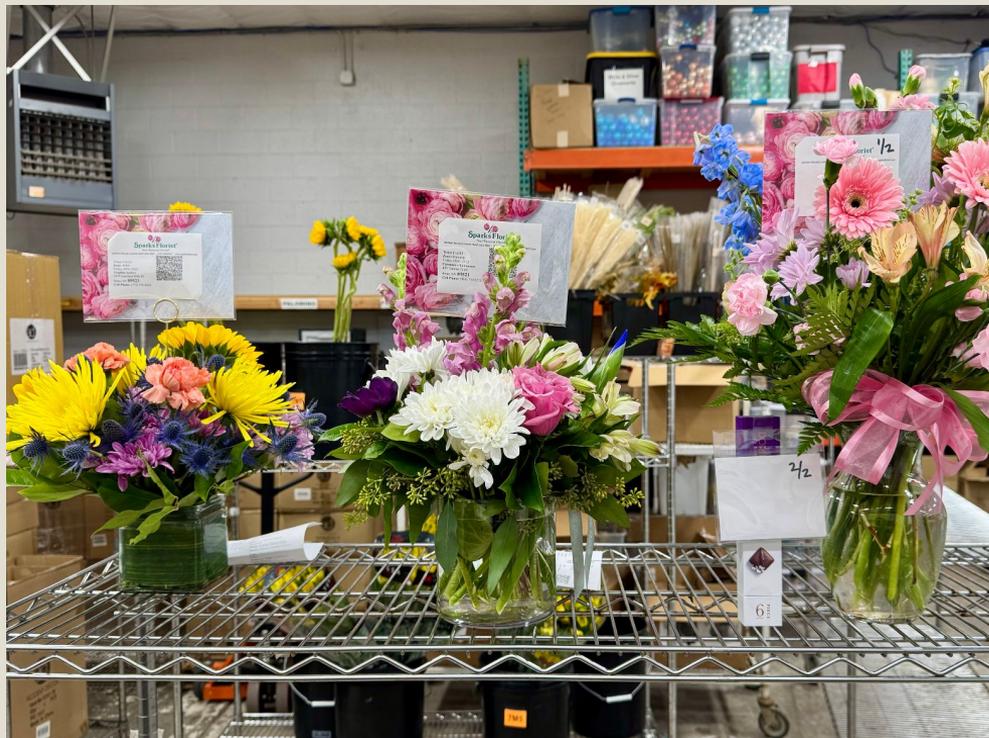
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Plugging the Leaks

Pre-Departure Organization



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Cancel Product list Confirm

Please confirm items are loaded on to the delivery vehicle.

#116121 - Virginia Andres	
Ar-10 - cube vase of seasonal flowers and design; no lilies or fragrant flowers (1)	<input checked="" type="checkbox"/>
#116332 - Debra Pappas	
Citrus smiles (1)	<input checked="" type="checkbox"/>
Smiley face mylar balloon (1)	<input checked="" type="checkbox"/>
#116370 - Jacquelin Quintana Garcia	
Timeless jewel - mixed colors (1)	<input type="checkbox"/>

Plugging the Leaks

Pre-Departure Organization



4

F-I-L-O

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delivery vehicle
in reverse
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Plugging the Leaks

Staying Efficient on the Road



1

Inquire Early

Ask for gate codes & recipient phone numbers during checkout



2

Verify Addresses

Use address verification tool to catch typos and human error



3

Scout Your Route

Seek further information on stops before leaving the building



4

Live Visibility

Use real-time GPS tracking to encourage driver accountability

Plugging the Leaks

Setting Up Temps for Success



1

Set the Standard

Creating an onboarding guide and hold trainings prior to their start date.



2

Perfect the Handoff

Loading for them prevents damage and gets them on the road faster.



3

Give Them a Lifeline

A dedicated phone number makes on-the-road communication easy.



4

Reward the Rockstars

Incentivize positive feedback, efficiency, or taking on extra routes.

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Next Steps

Your Action Plan for Profitability

CALCULATE
YOUR TRUE
COSTS

1

Determine exactly what a delivery costs you per mile and per minute.

SYSTEMATIZE
YOUR
OPERATIONS

2

Adopt 1 or 2 new systems to streamline delivery operations.

TEST YOUR
MARKET

3

Strategically adjust your pricing and analyze the impact on order volume and profitability.

ASK FOR
CONSISTENT
FEEDBACK

4

Actively solicit and review feedback from both customers and staff to ensure your systems are working effectively.

Thank you!

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