

# Press Release

## **J.D. Power Reports: ProFlowers Ranks Highest in Customer Satisfaction with Online Flower Retailers**

Past Experience with Brand is Primary Reason Customers Select Online Flower Retailer

**WESTLAKE VILLAGE, Calif.: 26 March 2015** — **ProFlowers** ranks highest among online flower retailers, performing well across all seven factors, especially in competitiveness of pricing and in-stock availability of merchandise, according to the J.D. Power 2015 Online Flower Retailer Satisfaction Report<sup>SM</sup> released today.

The report measures overall satisfaction with online flower retailers among customers who completed a purchase from an online flower retailer website within the past 12 months. Satisfaction is examined in seven factors (listed in order of importance): competitiveness of pricing; online store services and delivery; in-stock availability of merchandise; usefulness of information; variety of merchandise offered; website/online store; and contact with customer service. Satisfaction is calculated on a 1,000-point scale.

“Customers indicate their past experience with the online flower retailer is the primary reason for selecting the retailer over their competitors,” said **Dan Lawlor, director of global research operations at J.D. Power**. “Online flower retailers that focus on improving overall customer satisfaction have a great opportunity to increase customer loyalty and repurchase intention.”

### **Online Flower Retailer Brand Satisfaction Rankings**

- **ProFlowers** (799) ranks highest in customer satisfaction, performing well across all factors.
- **1-800-Flowers.com** (797) ranks second, performing well in four of the seven factors: contact with customer service; usefulness of information; online store services and delivery; and variety of merchandise offered.
- **Teleflora** (792) ranks third.
- Overall customer satisfaction with online flower retailers across all brands is 789.

The 2015 Online Flower Retailer Satisfaction Report is based on responses from 2,000 customers who made an online purchase from an online flower retailer in the past 12 months. The report was fielded in February 2015. For more information about J.D. Power solutions for the home improvement industry: <http://www.jdpower.com/industry/home-improvement>

### **Media Relations Contacts**

John Tews; Troy, Mich.; 248-680-6218; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

**About J.D. Power and Advertising/Promotional Rules** [www.jdpower.com/about-us/press-release-info](http://www.jdpower.com/about-us/press-release-info)  
**About McGraw Hill Financial** [www.mhfi.com](http://www.mhfi.com)

Note: One chart follows.

###

# J.D. Power 2015 Online Flower Retailer Satisfaction Report<sup>SM</sup>

## Customer Satisfaction Index Ranking *(Based on a 1,000-point scale)*



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2015 Online Flower Retailer Satisfaction Report<sup>SM</sup>

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the report from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.