Provide quality service to floristry customers SFLSOP306A

Assessment 3

Floristry Services Assessment

Due date: ______________

You are required to research different services that floristry industry offers.

Your source of information can be your own workplace; interview with florists; internet; floristry industry magazines as well as knowledge learned in your class session.

You need to provide your finding in a report that must include:

1. What conveniences florists can offer to their customers to provide additional levels of customer service?

2. How florists make customers aware of the services they provide?

3. What specific areas that florists might specialize in and provide additional levels of service (name at least 2)?

4. Why is it important for florists to have a high level of knowledge of their products and services? What does this mean?

5. What Relay Organizations florists can join?

6. How does being a member of a relay organization improve the level of customer service you offer?

7. What other services, not mentioned above, do you think florists could offer to encourage repeat customers?

Your report must also include references of sources of information you have provided. You may also support your report with photographs or other images

______100%