

## Manage customer service within a floristry environment

---

### Overview

This standard covers managing customer service within a floristry environment. Managing staff training and development in relation to customer service, systems, equipment and technologies, organisational policies and procedures, current legislation and data protection relevant to the floristry environment. As well as managing consumer research, manage the pricing structures within the floristry environment and manage the development and delivery of floral designs which encompass the cultural and diverse needs of the customer.

The customers within this standard could be customers placing the floristry order direct with the florist, agencies involved in ordering on behalf of a client, the customer receiving the order but not directly placing the order.

This NOS is suitable for an Advanced Florist with some responsibility for staff.

## Manage customer service within a floristry environment

---

### Performance criteria

*You must be able to:*

1. Manage staffing requirements and workplaces scheduling in order to enhance the management of customer service within a floristry environment
2. Manage and develop the training of all staff in relation to customer service within the floristry environment
3. Implement customer service training for all staff, including communication skills, within a floristry environment
4. Manage and implement training on organisational policies and procedures relevant to customer service, current Consumer Rights Act and all emerging consumer law
5. Implement training on the use of systems, equipment and technologies that are used to enable the processing of customer requirements within a floristry environment
6. Implement training relating to the safe use and storage of customer information in line with the policies and procedures of the organisation and current legislation
7. Manage the compliance by all staff of current legislation and policies and procedures of the organisation relating to consumer care
8. Develop and implement research tools to aid the understanding of customer requirements
9. Manage the research of customer requirements to help the business develop future sales opportunities and promotional activities
10. Guide junior staff in developing and delivering floral designs which encompasses the cultural and diverse needs of the consumer demographic
11. Assist junior staff in responding to customer questions and queries around the floristry options presented to the customer
12. Manage a complex range of customer requirements where the collaboration of several parties is required to achieve a successful outcome
13. Set up, implement and monitor the pricing structure for flowers, plants, and sundries within the floristry environment to help improve customer service

## Manage customer service within a floristry environment

---

### Knowledge and understanding

*You need to know and understand:*

1. How to manage staffing requirements and workplace schedules in order to enhance the management of customer service within a floristry environment
2. How to manage, develop and implement the training of all staff in relation to customer service, relevant organisational policies and procedures, the current Consumer Right Act and emerging consumer law, within a floristry environment
3. The importance of training all staff on the use of systems, equipment, and technologies to enable the processing of customer requirements within a floristry environment
4. The importance of training all staff regarding the safe use and storage of customer information in line with relevant organisational policies and procedures and current legislation
5. How to manage the compliance by all staff of current legislation and organisational policy and procedures relating to consumer care
6. The different types of cultural diversity within the businesses customer base/consumer demographics
7. How to develop and implement research tools to understand customer requirements
8. How to manage the research of customer requirements to help the floristry business develop future sales opportunities and promotional activities
9. How to guide junior staff in the development and delivery of floral designs which encompasses the cultural and diverse needs of the consumer demographic
10. The importance of assisting junior staff in responding to customer questions and queries around the floristry options presented to the customer
11. How to collaborate with several parties to deliver a complex range of customer requirements
12. How to set up, implement and monitor the pricing structure of flowers, plants, and sundries within the floristry environment to help improve customer service

## Glossary

Fresh Botanical material: Plants, cut flowers, cut foliage.

Nomenclature: How botanical materials are identified using their genus, species and variety.

Senescence: The process of how botanical material mature once cut.

## Manage customer service within a floristry environment

---

**Developed by** Lantra

---

**Version Number** 1

---

**Date Approved** 30 Mar 2021

---

**Indicative Review Date** 30 Mar 2026

---

**Validity** Current

---

**Status** Original

---

**Originating Organisation** Lantra

---

**Original URN** LANFLR3

---

**Relevant Occupations** Advanced Florist

---

**Suite** Floristry

---

**Keywords** Flowers; plants; sales; florist;

---