

▶ INNOVATOR OF THE MONTH


# TRACKING TULIPS

## Rachel Martin utilizes technology to keep deliveries running smoothly

**W**hen it comes to keeping up with technological innovations Rachel Martin of Ballard Blossom in Seattle, Wash., is at the forefront. Always trying to stay ahead of the curve, Rachel and her husband David looked into a new mobile application available through their Sprint mobile service called etrace to help with their delivery services. “It’s a great way to manage and streamline your delivery schedules all through your cell phone,” says Rachel. Ballard Blossoms has six delivery drivers all equipped with etrace on their phones. They typically have an average of about 100 deliveries per day and up to 1,600 during the holidays! The service can create a turn-by-turn route for the drivers with customized reporting features. You can track where your drivers are and it creates better accountability for them. “Once the delivery is made, the driver can enter on the phone—which goes straight into our Point-of-Sales system—and if the sending customer left an e-mail address, they will get instant notification of the delivery!” says Rachel.



“You have to take advantage of technology and let it work for you. Most importantly, it builds trust and confidence that the order has been taken care of and our customers appreciate that,” adds Rachel. When a customer calls she can give them specific information such as how many deliveries the driver has and where the inquiring customer is on the list. She consistently hears from customers about how professional and how much they appreciate the attention to detail. Possibly best of all this helps her get repeat business. To find more information, go to [www.sprint.com](http://www.sprint.com).

By being selected “Innovator” of the month, Rachel will receive a floral design kit, a recognition plaque, and a \$250 check on behalf of BloomNet! 

*Submit ideas to [innovator@bloomnet.net](mailto:innovator@bloomnet.net). BloomNet is pleased to announce winners are now eligible for a grand prize to be awarded in January 2011 for a Luxury Included® Vacation for two to any Sandals Resort. For rules, visit [www.MyBloomNet.net](http://www.MyBloomNet.net).*