CUSTOMER STORY INTERFLORA AUSTRALIA

How commercetools helped cultivate Interflora Australia's digital journey from petals to pixels

Interflora Australia stands out in the floral industry with its unique membership-based structure, boasting a network of more than 500 florists across Australia. Rather than a conventional florist, it operates as a retail relay system, ensuring same-day delivery by connecting orders directly with local florists. From its inception in 1954, initially operating via telephone, to embracing green screen terminals and later transitioning to online portals, Interflora Australia has evolved significantly over the years.

Markets	Headquarters	Industry	Business Model	Worked with Partners
1	Melbourne, Australia	Retail	B2C	Dynamics 365, LEVO, Hygraph

20%
reduction in customer service queries in first 6 months of launch

0%
downtime since launch

$80,000
USD/year savings from reducing subsidies and adding dynamic pricing strategies

The Challenge

Interflora Australia faced the necessity of updating its technological infrastructure to stay competitive in a rapidly evolving eCommerce landscape, especially highlighted by the wake-up call of the COVID-19 pandemic.

However, improving the online customer experience for a business centered around emotions and sentiments, like buying flowers, within the digital world posed significant challenges. Capturing the essence of the flower-buying experience online, where fragrance and touch are absent, required innovative solutions that a homegrown platform wasn't able to meet.

"

The world is our oyster. We've just changed from a 'no' business to a 'yes' business. You know, no one wants to work in an organization where people have really good ideas and you can see them getting frustrated because every time they want to do something, or so often can't do it, the technology won't allow it. It doesn't have to be massive big things, but little things like that, which we couldn't ever do before. Now, everything's possible. All that stuff we couldn't do with referrals, loyalty, gift cards and stuff — we're saying yes now, but we have to start prioritizing because there's so much that we can do.

——— MATT HOSKIN
CIO, INTERFLORA AUSTRALIA

The Solution

Interflora Australia embarked on a comprehensive digital transformation journey, recognizing the need for a top-to-bottom overhaul of its systems. Partnering with commercetools, the company embraced the architecture of composable commerce, tailoring solutions to the unique requirements of florists.

This strategic move facilitated seamless order management, customization of the eCommerce experience, streamlined operations, and enhanced communication and collaboration between the contact center and florists

Why it was a success
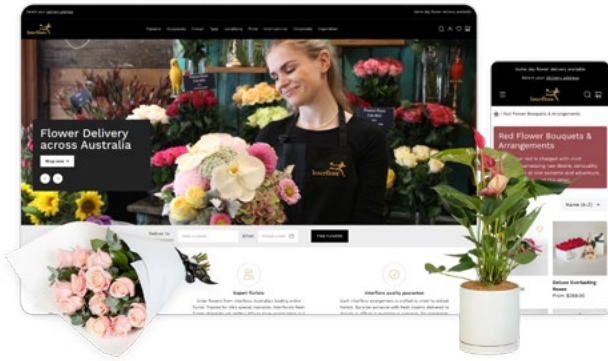
The success of Interflora Australia's digital journey can be attributed to several factors. First and foremost, by leveraging commercetools' capabilities, the team optimized order management, ensuring every bouquet reached its intended recipient flawlessly, direct from their local florist. The ability to customize the eCommerce experience empowered florists to showcase their individuality, fostering customer loyalty and satisfaction.

Moreover, Interflora Australia implemented cost-saving measures through dynamic delivery fees and regional pricing, resulting in significant overhead reductions. The integration of Dynamics 365 for case management enhanced communication between the contact center and florists, elevating customer service standards.

Looking ahead, Interflora Australia aims to explore AI integration for personalized customer experiences, expand international partnerships and enhance customer engagement further. With innovation as its guiding principle and commercetools as its trusted partner, Interflora Australia is poised for continued growth and success in the digital flower market.

commercetools features for Interflora Australia

Carts

Handles shopping cart operations, including adding, updating, retrieving items and handling checkout processes.

Customers

Manages and interacts with customer data, such as creating, updating, retrieving and deleting customer information.

Products

Used to represent and effectively map the sellable goods in an eCommerce project.