

GROWERTALKS

Front Lines

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Teleflora Launches Loyalty Program

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Teleflora in April launched Teleflora Rewards, an online loyalty program for consumers. The program allows participants access to special deals, promotions and discounts available through the world's leading flower wire service.

"During these challenging economic times, consumers are looking for ways to decrease spending, and they will get that through Teleflora Rewards," said Shawn Weidmann, president of the wire service. "As a way to say thank you to our loyal customers for their business, we are thrilled to offer them special deals."

Each purchase will count toward the member's rewards. For every dollar spent on a flower bouquet bought on teleflora.com, loyalty program members will receive one point. When their point total reaches 150, they'll receive an e-mail with a code worth \$15 toward their next purchase. Members will also receive sneak previews of new products and special discounts.