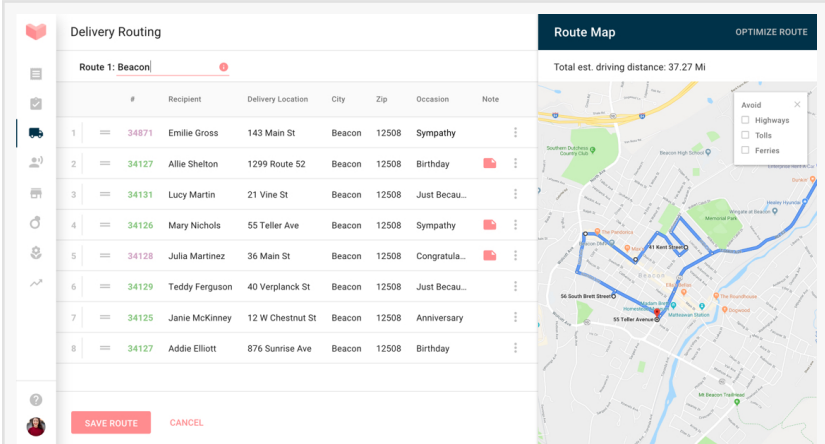


Lovingly launches Delivery Routing and House Accounts to maximize the profitability of local florists

Lovingly announced two of its newest features, Delivery Routing and House Accounts, built to help florists manage their deliveries and their loyal clients.

FISHKILL, NY, UNITED STATES, September 2, 2019 /EINPresswire.com/ -- This summer [Lovingly](#) announced two of its newest features, Delivery Routing and House Accounts, built to help florists manage their deliveries and better serve their loyal clients. Time is precious for small businesses, and florists are actively looking for a fully functional Point of Sale (POS) solution that is on their side—one that works for and with them as their partner.



The screenshot displays the 'Delivery Routing' interface. On the left, a table lists delivery orders with columns for #, Recipient, Delivery Location, City, Zip, Occasion, and Note. On the right, a 'Route Map' shows a blue route on a map with a legend for 'Avoid' (Highways, Tolls, Ferries) and a 'Total est. driving distance: 37.27 Mi'. Below the map are 'SAVE ROUTE' and 'CANCEL' buttons.

#	Recipient	Delivery Location	City	Zip	Occasion	Note
1	34871 Emilie Gross	143 Main St	Beacon	12508	Sympathy	
2	34127 Allie Shelton	1299 Route 52	Beacon	12508	Birthday	
3	34131 Lucy Martin	21 Vine St	Beacon	12508	Just Becau...	
4	34126 Mary Nichols	55 Teller Ave	Beacon	12508	Sympathy	
5	34128 Julia Martinez	36 Main St	Beacon	12508	Congratula...	
6	34129 Teddy Ferguson	40 Verplanck St	Beacon	12508	Just Becau...	
7	34125 Janie McKinney	12 W Chestnut St	Beacon	12508	Anniversary	
8	34127 Addie Elliott	876 Sunrise Ave	Beacon	12508	Birthday	

Delivery Routing features an easy drag-and-drop editor, so florists can plan their routes based on what's happening at the shop, or leverage the power of Google to optimize driving directions.

“We recognize that a florist's point of sale system is much more than order entry, it's the backbone of the entire floral operation. That guides everything we do. The [Lovingly POS](#) is built to save time and increase profits, so that [local florists](#) can focus on what matters most to them,” said Joe Vega, Lovingly co-founder.

“

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Joe Vega

Enter Delivery Routing and House Accounts, the latest enhancements to the Lovingly POS.

“Delivery is a critical part of the flower giving process. Without successful delivery, the good intentions of sending a gift are lost, because the recipient either never receives their gift or it arrives late,” Joe explains. “We designed our delivery routing system with both florists and their customers in mind, so that florists can deliver happiness while saving time, money, and gas.”

Delivery Routing features an easy drag-and-drop editor, so florists can plan their routes based on what's happening at the shop, or leverage the power of Google to optimize driving directions. In addition, Delivery Routing automatically sends delivery confirmation emails, saving florists and customers unnecessary phone calls and worry about whether their arrangement was successfully delivered.

“Next, we focused on florists' loyal clients.” Lovingly co-founder Ken Garland said. “Working with hospitals, hotels, and other businesses means that florists need flexibility and ease to bill their biggest clients while providing extraordinary service.”

With House Accounts, the Lovingly POS can easily generate statements and collect payments for any customer contacts in the system that are identified as key accounts.

The Lovingly POS already offers a full suite of florist-specific features including:

Smart Selling: Find the perfect gift in seconds, and maximize sales by automatically offering upsells and add-ons as a guided part of every purchase.

Business Lookup: Powered by Google, search for any local business and get their address and hours, distance from your shop, an image of the location, and more right at your fingertips—then add the business details to your order with just one click.

Customer Insights: Get instant access to your customers' past recipients, delivery addresses, and order history without leaving the POS order entry form, and add customer information in one click.

Order Tracking: Quickly and easily move orders from "To Do" to "Delivered" with a visual status tracker, making managing orders a breeze.

Quick Wit: Offer card message suggestions instantly that perfectly express your customers' loving thoughts.

About Lovingly

For over a decade, Lovingly has been building user-friendly technology that makes it easy for consumers to send flowers from local florists, and that helps independent flower shops compete with big national companies. Lovingly builds and strengthens relationships through meaningful giving. We inspire people to connect in a more human, memorable, and loving way. We create experiences that help celebrate life's special moments through beautiful flowers, authentic sentiments, and unique stories.

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